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BOOM TIMES

How to win over the
“me” generation

WORD FROM THE CORNER OFFICE

Dino Bianco sets the
record straight on
Kraft Canada's remit

THE TRUTH **ABOUT** YOUTH

+ How West 49's Sam Baio keeps it real

They're looking for a
meaningful connection.
Does your brand even
have a chance?



*What Could Anybody
Follow
More Than Music?*

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YOUTH

Just when you thought you'd figured them out – there's a whole new generation



On the cover

For Toronto-based photographer Simon Willms, this month's cover shoot was a walk in the park – or should we say a skate in the park.

Shooting West 49's Sam Baio was familiar territory for Willms as the photographer is part of the skate culture Baio markets to. In fact after the session was over, Willms, an avid skateboarder, stayed on to work on a few tricks.

Willms developed an interest in his other love, "human storytelling" while studying anthropology at McMaster University and thus went on to study photography in Massachusetts. He was later commissioned by Salama SHIELD to document the organization's work on HIV/AIDS education in Africa.



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We're not all the same

I have this girlfriend who's a month older than me. We grew up together, spent countless hours hanging out as tweens, during high school and into our early 20s. We had similar upbringings. So, both being educated

women in our mid-thirties, you'd assume we'd have the same lives right?

Not even close. She resides in the same small town we grew up in, whereas I make my home in Toronto. She vacations in Orlando, and I prefer Europe, even though I can't afford it. She dines at the Mandarin, and I frequent that quaint sushi joint in my neighbourhood. As a marketer, do you really expect your message to resonate with both of us?

It's a mistake a lot of companies make when going after a broad demographic group. Especially boomers, a population segment that marketers have largely ignored in the past. With over half of the country's discretionary spending at their fingertips, firms are beginning to realize the potential in speaking to the baby boom demo, as this issue's Where Next feature "Boom goes your brand" (starting on page 33) indicates. However, as Robert Mason, co-founder of Toronto-based consultancy Boomers Marketing points out, one of the biggest myths about 45-64s is that they are all alike. Judging by the ads, they are all grinning, denture-wearing, silver-haired freaks.

DaimlerChrysler didn't make that mistake. Both its Chrysler 300 series and Dodge Charger brands chase boomers, but very different boomers. For instance, the Charger

customer participates in motor boating, while the 300 driver has a penchant for sailing. The former is a spectator at football and hockey games, whereas the latter would rather attend a tennis match. Obviously, each model's marketing strategy reflects that. And it's worked: In February, the automaker sold almost twice as many units of those brands,

combined with the Dodge Magnum (also geared at boomers), than it did in the same month the previous year.

A similar learning came out of my research for the Youth report, which begins on page 45. Although it won't come as a surprise, not all teens are the same. Some are jocks, others are geeks. Some like rap music, others like punk rock. Just like high school. It's obvious, sure, but many marketers try to be all things to all kids, jumping on every trend that enraptures youth, although mostly when said fad is no longer hot with the cool kids. It would be smarter to pick a segment and stick to it.

That's what our cover guy Sam Baio, founder of West 49, consistently does well, and it's exactly why he's so successful. He knows skateboarders well and supports their culture exclusively. That means he avoids rap and urban influences, because "it isn't who we are." It also means turning his back on fads that could up sales, like the scooter frenzy from a couple of years ago. Baio estimates he could have made hundreds of thousands of dollars peddling scooters, but he stayed away because he knew it wasn't true to his brand.

Joanne Fletcher from Puma shares that philosophy. (See Who to Watch, page 22.) She turned down a placement on *Canadian Idol*, in order to keep her fringe youth target (consisting of urban bike couriers, among others) from balking. Would you do the same?

Lisa D'Innocenzo
Editor

Judging by the ads,
45-64s are all grinning,
denture-wearing,
silver-haired freaks.

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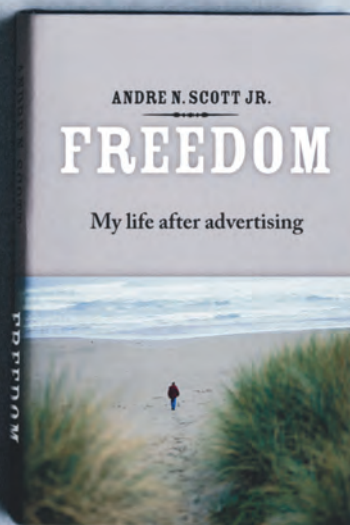
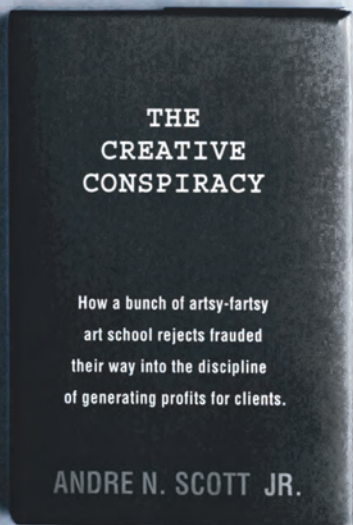
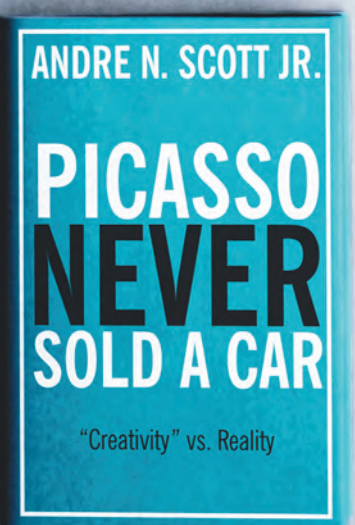
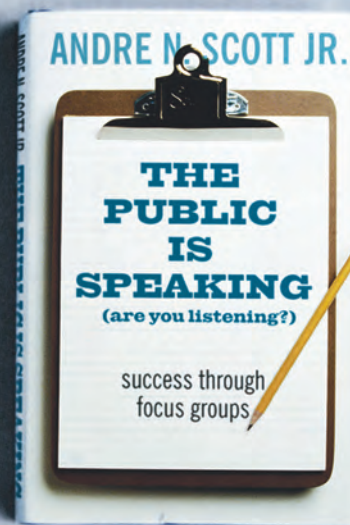
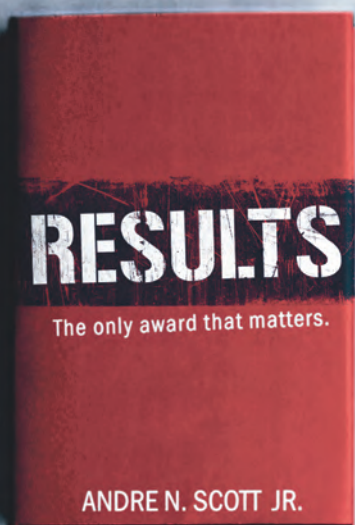
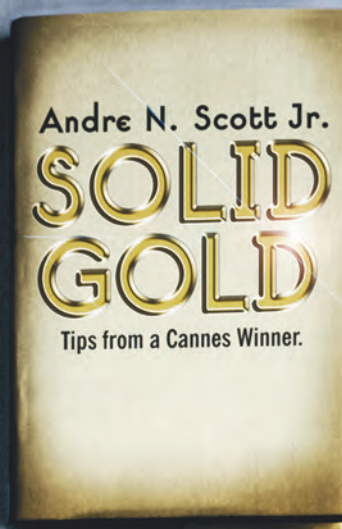
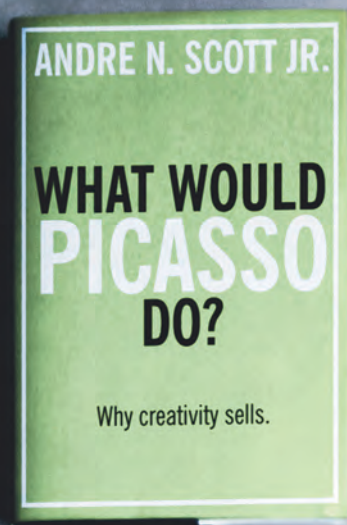
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Meaningful connections

This issue, *strategy* is focusing on connecting with youth, and while some may grumble that there's too much attention paid to youth marketing, there's a reason. It's hard to get right. We

also focus on boomers, the market everyone knows they should be paying attention to, but finds difficult to tackle.

Curiously, there's a lot of commonality between the market that's been relatively ignored – boomers – and youth, the market everyone is fascinated with (perhaps overly so). Both groups want brands that pay attention to their lifestyles and forge a meaningful connection, and not just lip service. Sticking the demo in an ad seems to be the way some approach it, but tossing in gray haired grinders, or spiky haired hip-lingo spouting youth doesn't make an impression, except of a "that's not us" variety. What's working is a "show us what you're doing for us" approach.

In the case of youth, they want brands to put their money where their mouths are, and show support of whatever it is they care about – music, sport, causes. They also appreciate brands

that add some entertainment value to their scene, yet are blatant about – even spoof – their commercial agenda. Like the Wendy's square on MySpace, Axe Dry's Gamekillers show and site, or the Burger King's wide-ranging antics.

At the end of the day, it's about a meaningful connection between the brand, and something the

Courage and determination in a dark world

consumer cares about. For our Understanding Women event this month, we were looking for brands that get this real connection thing. So the keynote is Unilever president Jeffrey Allgrove on how they've repositioned some of their brands from commodity to companion status, most notably Dove. This is the company that has also made a deodorant into a sex magnet device (Axe) for teen boys, and managed to strike a blow for feminism with Vim.

And when we were researching content for our Understanding Youth event next month, and hit upon the GenWorld study out of Energy BBDO, it was another Eureka moment. This 14-country global teen culture trend survey really resonated, as it touched on all the themes that we had identified as key in this sector. One theme, dubbed Zeitgeist: Courage and Determination in a Dark World, found that teens were "self-activists" and that their fight for beliefs is focused on "personal, tangible results advancing teens' goals in life" and advocated that brands demonstrate they also believe in something, whether it be a cause or a philosophy. When your brand becomes a kid's champion, your work here is done.

That was also the advice related to another GenWorld trend, "Brands: From Symbols of Status to Drivers of Apathy." The study recommends turning around anti-brand sentiment by making sure the brand stands for something important. We looked around at the companies that were striking a chord here, and noticed this philosophy was rather prevalent. Some of the examples featured in this issue include West 49 and their skatepark and indie band support, and Sony PlayStation's fundraising concert and choice of tuitions as a gaming tourney prize.

As long as it's relevant for both the demo and the brand, the meaningful connection needn't be a social action/cause overlay, it can be anything that contributes to an emotional bond. So, for our Understanding Youth conference, we've invited Chip Walker to pop over from Energy in Chicago to tell us how brands are getting it right in terms of forging a meaningful connection with youth, and to also share the new Cancon findings of their 3,000+ global teen study. We've also tapped New York-based kid marketing guru Paul Kurnit to share his considerable segmentation wisdom regarding tween and teen culture. Kurnit has spent 25 years working for blue chip kid brands, and continues to forensically study the shifts in this demo. We also invited the kids panel back. A Youthography-hosted session is on the agenda, so once again we'll get to hear what their youth panelists like, and why.

After all, to make a meaningful connection, you need a killer insight.

cheer,mm

Mary Maddever, exec editor *strategy*/MIC, 416.408.0864

P.S. If your brand is doing some meaningful cause work, let us know for our "Brands Giving Back" report in August. maddever@brunico.com

SPONSORED ALSO IN THIS ISSUE... SUPPLEMENTS

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UPCOMING SUPPLEMENTS

July 2006

**INTEGRATED
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WHO'S GOT IT
GOING ON(LINE)?

GOODYEAR TURNED TO RADIO TO KEEP SALES ROLLING.



Goodyear has turned to radio to drive sales and brand equity. Its multi-year campaign featuring actor Thom Sharpe has endeared itself to Canadians the way few campaigns have. The result? The spots cut through the clutter to deliver healthy brand preference and purchase intent. To get your measurement scores and sales moving, call 1-800-ON RADIO or visit www.rmb.ca to find out more and get radio working for you.



UPSIDE DOWN

Q's...

Maurice Lévy

chairman and CEO, Publicis Groupe SA, Paris



The medium before the message – that's what agencies must tackle if they plan to connect with the consumer, says Maurice Lévy, who joined Publicis 35 years ago and has since led it to become the fourth largest communications

group and the second largest media group in the world.

Publicis now owns ad agency networks Leo Burnett, Publicis, Saatchi & Saatchi, Fallon and 49% of Bartle Bogle Hegarty, as well as media orgs ZenithOptimedia and Starcom MediaVest Group.

Among Lévy's most impressive accomplishments? International expansion, including a move into Canada, and the acquisition of a full range of marketing services and specialized communications companies, including the Denuo futures practice headed by Rishad Tobaccowala.

We caught up with Lévy while he was in Toronto recently to keynote the Canadian Media Directors' Council conference.

How can agencies best deal with the fluid media environment of today?

[At Publicis], we work much earlier on the way to communicate to the consumer rather than the message itself – because the message can be different according to the nature of the media you are using. We don't believe that the structural approach of our operation is relevant. What is relevant is how we can get the message to the consumer in the most efficient, effective way, at the cheapest price with the best return for our clients. If for this we have to turn our organization upside down, we will. Definitely and immediately.

There has been some talk [at the CMDC conference] that although media agencies are doing well, the creative side is slipping. Do you agree?

We consider that strategy is very important, creative is very important, media is very important. Sometimes just a leaflet can make a difference. And a leaflet shouldn't be given to juniors because at the end of the day, the consumer will see it and read it. So it is important that it is treated with the same attention that we are giving a TV spot.

Clients are putting more dollars into non-traditional media. How is the agency business coping financially?

The reality is that consumers are everywhere and nowhere, and to track them is very difficult. So we have to work on all aspects of communications and there are some that are more rewarding [monetarily] than others. We have to figure out how to change our business model and we are changing. If you looked at the way ideas travel within the Publicis Groupe and the way people share information, you'd be very surprised. We don't hesitate to hire different kinds of people. We are revering efficiencies, cultures and differences. We don't hesitate to put our organization upside down. **PS**

Solo gets the party started



Want youth to covet your brand? Then be exclusive. Solo Mobile has partnered with urban lifestyle/entertainment magazine *Vice* to hold 100 parties in 100 nights.

Between May and September, the two brands will host young folks, LDA to 24, at trendy stores in 80 markets across Canada, including cities in B.C., Alberta, Ontario and Quebec. Each shop will be closed and turned into a licensed establishment on the night in question.

Jeff Roach, managing director of youth marketing at Toronto-based consultancy

Youthography, which helped set up the deal on Solo Mobile's behalf, says visitors to viceland.com/100/100, can request invites, but that only the "coolest people in every market will get into this party." Invites will go out to members of *Vice's* database, and to the shops' VIP lists, as well as to folks who sign up online.

He says specifically reaching out to the older segment of Solo Mobile's 13-24 demo makes sense, because "young adults are key influencers, and [appealing to them] is important for any brand in the youth space. So this is a party designed exclusively to reach them, and that has a real cool factor that gets noticed." The objective, he says, is simply to get Solo Mobile's "walkie-talkie, free text, no contract message out to [the target]."

At press time, the BIC lighters brand had also signed on as a partner, while deals with other sponsors were being finalized. LD

Brilliant!

street-level promotions

◀ By Paula Costello ▶



ING picks up the tab

In order to celebrate the opening of its first Calgary location, ING Direct, with help from Toronto-based promo agency Spider Marketing Solutions, has enlisted a street team to pop into coffee shops and pay for people's purchases, telling them that the bank "wants them to save their money." Then on launch day, May 1, consumers have a chance to "Win Big on the Spot." Ninety orange spots will be placed on the sidewalk around the new ING location; every 10 minutes one of them will be randomly selected and the person standing on it will win \$100 cash. Throughout the day, people can also enter a draw for a chance to "Win Big on the Spot." If the winner chooses the right orange dot, they are rewarded with \$100,000; if not \$1,000 will have to suffice.

WATER COOLER

What's in store at The Bay

Jerry Zucker, the new owner of HBC, aims to turn around Canada's oldest retailer. Ideas reportedly include: Improve customer service by potentially offering discounts when items are out of stock; differentiate The Bay from Zellers; focus heavily on private labels; and use its database to push promos. Is this likely to save the 336-year-old retailer, which reported \$175 million in losses in 2005? Can he create a Target-style success?

34.1% YES 29.3% NO 36.6% MAYBE



STORE WARS: A TOOL THAT CAN HELP YOU WIN

With the store becoming the battleground for “mindshare,” strong footing with retailers is essential for marketers. But it's a delicate relationship.

Fortunately, a business simulation training tool, called Store Wars, can help you find the love. Developed by Marcel Corstjens, professor at Insead business school near Paris, Store Wars was created to enable companies to improve their interaction with retail partners (and vice versa) and, ultimately, the ever-elusive consumer.

Now Canadian firms can get access to the four-day simulation game, which has participants breaking into five teams (three manufacturer and two retailer) to replicate both the horizontal competition and the crucial retailer-supplier negotiating process to give marketers better insight into retailers' needs. Corstjens recently hooked up with *strategy* columnist and marketing consultant John Bradley to develop the program for this market.

Originally created for Insead, Store Wars turned out to be so popular that companies wanted access. So a decade ago, Corstjens created a version for the business world, which he continues to update. Big name firms have since signed up, including Kellogg, Wal-Mart, Unilever and Nestlé.

He adds: “For retailers, 80% of their cost is what they pay manufacturers, and [for the] manufacturer, the retailer costs 30% to 35% of sales. The relationship [only] gets tangible at the point of negotiation, and therefore they never quite understand each other. This program helps manufacturers develop a coherent strategy to deal with trade, as well as integrate the strategy of their brand together with the trade.”

Another benefit, Corstjens adds, is that it can improve the sales and marketing relationship within FMCG orgs. **LD**

It's spring, which means Canadians are sitting in cafés and strolling along instead of scuttling from building to building. In other words, it's an opportune time for marketers to interact with consumers on the street. We found three promos that do a particularly good job of taking advantage of the situation.



Venus helps women embrace their inner goddess

Every woman deserves to be treated like a goddess. Gillette gets that, as evidenced by its upcoming Venus Modern Goddess Tour, in support of its Venus razor system. From May 5 to Aug. 20, young women will be invited to visit a Covergirl-branded manicure/pedicure station, discover the seven steps to a smooth shave, participate in a fashion show, and pose for a digital postcard of themselves as a *Lou Lou* cover model, which can be emailed to pals. Toronto-based Mosaic Sales Solutions is behind the effort.



Bell ExpressVu takes the rec room to the mall

In an effort to educate regular cable consumers, combat inertia and make satellite TV achievable for all Canadians, Bell ExpressVu and Capital C designed four environments where consumers can chill out in living-room-type settings to watch family shows, movies, sports or HD programming. The campaign is hitting 16 malls in Ontario and Quebec this spring, as well as the Montreal and Toronto National Home Shows. Samsung is a partner.

Nobody Knows **Me** Like I Do.



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penny, but how well do
you know *them*?

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◀ By Mary Maddever ▶

THE NEW KRAFT

INTO RISK, OPEN TO PARTNERS, AND LOVING THE TECH

If you were asked which product Kraft Foods, the world's second largest food and bev co., would identify as its signature brand, you might think of KD, or Singles. If given a further clue that the answer doesn't involve J.R.'s famous cheddar, your thoughts might turn to some of the megabrands built by the companies that have folded into Kraft over its 100+ years – Oscar Mayer's jingle king wieners, General Foods' Jell-O, Nabisco's Ritz crackers or Oreos, which became some of those good cookies Mr. Christie makes.

All good guesses. But in terms of a signature product that signals where Kraft is headed, the answer, according to Kraft Canada president Dino Bianco, is Tassimo. And no, it's not a new biscuit.

Launching in Canada mid-May, Tassimo is Kraft's first kitchen appliance entry, and more importantly, this \$199 single-cup "hot beverage system" embodies the new post-restructure going-to-market model for Kraft Canada.

Tassimo is a global Kraft Foods initiative, first launched in France in 2004, later hitting



The traditional model of 'we make it, we produce it' is changing; we're becoming less insular

Switzerland and the U.K. before coming to Germany and the U.S. in September. It was based on recognizing that the old way of making coffee wasn't meeting consumer needs – who needs a whole pot of coffee anymore, or wants to wait while it brews for that matter? And when Kraft hit upon a method that was faster – they partnered up with Germany-based Braun, a P&G subsidiary, on a proprietary solution system. The patented technology ensures that the discs you pop in the machine to make coffee, cappuccino, espresso, tea or hot chocolate are only produced by Kraft, while the unit itself is produced and distributed by Braun.

This is significant for Kraft, according to Bianco, who stepped into the presidency in November, because it indicates a new openness in terms of ideas and approaches for Kraft Canada. "The traditional model of 'we make it, we produce it' is changing; we're becoming less insular," says Bianco, both in terms of working more globally within the company, and partnering outside.

It also plays well into areas Kraft has identified as major societal shifts driving strategy going forward, as it's based on both boomer- and convenience-focused consumer insights. And it indicates the new behavioural mindset of Kraft itself – more risk taking.

On the communications front, *Kraft Hockeyville* signals the way Kraft is approaching marketing: big, ownable, integrated ideas. *Kraft Hockeyville* is a contest to find the town that exemplifies hockey spirit, chronicled in a TV series on CBC. The seven-ep, hour-long show debuted March 29, and at the end of the series' run in June, the winning Canuck community will net \$50,000 from the Home Depot for its arena, plus \$10,000 in equipment from CCM/Reebok. And oh yeah, the town crowned Hockeyville, as voted by CBC viewers, gets to host a live exhibition game between two Canadian NHL teams.

Off-air, the ramp-up to *Hockeyville* scored at retail. Bianco says the program has already hit its goal by creating buzz and connecting with consumers across multiple touchpoints. On the website there's evidence of community engagement, from letters from mayors, to a

pic of hundreds of people forming the words Kraft Hockeyville. This initiative, with its 360 deployment and wider partnering, is the kind of program Bianco plans to do more of. "We don't want to do 'me too' type marketing promotions that anybody can replicate. So we're working on what the next *Hockeyville* is."

Integration and engagement have also been stepped up on the CRM front recently, as Kraft's *what's cooking* mag and site initiatives are now linked to TV campaigns and in-store promos and mini-mags.

Charting the path ahead on a broader scale, the thrust is to deliver consumer value, and increase sales. Northfield, Ill.-based Kraft Foods has been faced with competition from store brands and rising commodity costs, which have taken a toll on performance, and sparked criticism that the company has not been innovative enough and that its brands need more support. "Maybe we've relied on heritage too much," says Bianco, adding that the focus now is on looking at every aspect of the consumer value equation, from pricing, to packaging and supporting products.

Late last year, Kraft Canada's operation was hit by ongoing global downsizing, losing about 100 positions across Canada, and it was called upon to work more closely with Kraft in the U.S. to realize North American structural efficiencies. "We lost 5,500 worldwide back in 2004 across all functions," explains Bianco referring to the three-year long process, "and we recently announced 8,000 in February over the next three years, globally as well, across all functions."

"Kraft is known as a bit of a bureaucratic organization and we tried to streamline processes by reducing some levels," says Bianco, referring to the pre-Christmas staff reduction and realignment with the U.S. As a leader, Bianco says his immediate focus has been on lifting the malaise it caused.

Kraft has around 6,000 employees across Canada, and about 150 of those are marketers based in Kraft's Toronto HQ. Prior to leading the troops (taking over from Fred Schaeffer who moved to McCain Foods Canada as CEO), Bianco spent two years as VP for the beverage and grocery sector. He joined Kraft in 1990 as a finance manager, and has since broadened his CA roots with stints in sales, strategy and marketing, including leading a company wide redesign of Kraft's sales and customer strategies.

Since the New Year, Bianco has focused on communicating to staff the advantages of a closer relationship with U.S. and global counterparts. "It's about continuing to push the message of our remit – the Canadian marketing responsibility – and reinforcing that there's always a need for Canadian marketing."



"We don't want to do 'me too' type marketing promotions that anybody can replicate," says Bianco

Bianco says the malaise is lifting, and that a contributing factor has been the recognition of a new nimbleness, people experiencing first hand that they don't need a 30 page deck to present an idea.

Strategy sat down with Bianco in the Kraft kitchen, to see what else is up.

How has the new North American operating model changed things here?

The needs of the Canadian consumer continues to be the responsibility of Kraft Canada. We have Kraft Canada P&Ls, Kraft Canada media budgets, and it continues to be that much of the responsibility and accountability and the decision making that ties into that, resides in this building. There's obviously a greater opportunity to link into a North American and global structure as it relates to resources, ideas, innovation, and major platforms or initiatives. Kraft Canada has always been a steady grower, in the middle of the pack, and I think this restructure will allow us to really be a top-tier grower with respect to the amount of investment that comes into this country, and that is up this year.

So you're making a greater investment in

innovation. What percentage this year?

We're going to be up over 20% in support for our businesses. It's across all elements, but Tassimo is a big play for us this year. It's a perfect example of taking a global idea and tailoring it by market. The essential bundle is the same, but what becomes unique, where the local investment is, is how it gets marketed, the brands that get used. We're using Canadian brands like Nabob and Maxwell House to launch, we're using local marketing with respect to PR, sampling – it's really an experiential marketing program.

So is there any TV, or is it all grass?

We have a mass global TV campaign, but with less of a role than TV would normally play in a launch. Much more money is in going after our strategic value consumer where they are, whether it's home shows or marquee events where we can demonstrate the technology and its benefits. It's hard to bring it to life unless you can actually see it at work.

When you look at a global campaign, what influences what you run with here?

We continue to do consumer insight knowledge in Canada, so if the position of

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the brand and their needs are similar, then the campaign is going to work. Obviously there's always a Quebec angle that we need to be sensitive to, and where the positioning in Canada is different, the campaigns are less transferable. An example of that is macaroni and cheese meals in the U.S. and KD in Canada – similar product, but different heritage, very different iconic representation in the market, therefore different support. It really depends on what Canadian consumer needs are similar to a North American consumer. Some of the brands have different positioning but Tassimo is an example of where convenience and technology transcend borders.

Are you going to be doing more border-transcending consumer appliances?

I think there is – and Roger Deromedi [CEO Kraft Foods] stated this – a desire to have more



200 Lambeth. Ontarians came together to form this pic, taken from an aerial ladder firetruck

proprietary information. With any business, but particularly food, if you don't have proprietary technology it can easily be replicated. So you'll see more of our focus on proprietary technology and enablers across all areas, whether it be what the consumer sees, or the way we process things in our factories. We're much more open to ideas – A, from a Canadian perspective, outside of Canada, and B, as an organization, from outside of Kraft. We've really set up an open innovation area in our company now to go after some of these ideas. In today's competitive environment, you'd be foolish as an organization not to take great ideas, regardless of where they come from.

Anything new on the retail front?

We're doing stuff on the supply-chain side, on how we spend our money with our customers so that we can get more benefit for them and really support our businesses. We've done a lot of shelving initiatives. There are some customers now that are putting Tassimo in the coffee section. Unheard of before, for a traditional grocery store to do solution selling.

What societal shifts are you focusing on most in terms of product development and communications planning strategy?

Health and wellness. We've taken an active role in this area. We have a fairly mainstream

KRAFT KITCHEN LORE

While at Kraft, *strategy* was invited into the famous Kraft Kitchens, where nifty recipes are dreamed up and whipped up. Some of these end up on the website, as part of the huge database that enables an ingredient keyword search to spit out dinner plans. Some funnel into the *what's cooking* magazine that is the backbone of Kraft's CRM program, or in the e-recipes that a half million Canadians get weekly, and some make it to the backs of packages.

It's a unique environment, a place where cheese slices are rigorously tested for grilling perfection (you watch out for shrinkage, and look for uniform melting), and a place where the numerous desserts in progress look like they should be photographed rather than wolfed. The concept began over 80 years ago, when J.L. Kraft hired a home economist to set up a test kitchen and brainstorm new product uses.

The show piece of the Toronto operation is Cecile's Kitchen, named in honour of its past director, the late Cecile Girard-Hicks who spent 38 years helming the recipe think tank. The nearby little warren of kitchen/offices store some serious food acumen, and the Toronto gang is connected with Kraft Kitchens in England, Germany and Australia, as well as other culinary departments around the world, and reports into Chicago. In addition to packaging content, they work with marketing on their business.

Although the kitchen folk require a culinary background, creative flair and a passion for food, sometimes the recipe muses are fairly prosaic. Kraft Kitchens manager Maxine Karpel, who is also associate manager CRM, recently had a request from the marketing team for recipe ideas that involved frozen Cool Whip. She microwaved the problem away by throwing in some Baker's chocolate squares and creating a sauce, and she also wondered: "What if you left it in the fridge overnight?" What she discovered was chocolate that's the perfect consistency for easy truffle-rolling. This, and other Cool Whip secrets, are revealed in *what's cooking*, which is the "Number-one epicurean magazine in the world," of which a custom tailored version (kids, no kids, French, English) goes to two million homes in Canada five times a year.



Other things they know in the Kraft Kitchens:

- Moms can hold 15 recipes in their "mental repertoires" (a Kraft term for our recipe RAM). Thus the need for helpful inspiration, in regular doses.
- Salt is the most common condiment, and there's a higher preponderance of soy sauce in Quebec cupboards than in the rest of Canada. Every three years Kraft commissions a research company to do a Pantry Study, which is a 25 page mailed survey that 1,700 folks across Canada respond to. They have a big list of everything you might use in the kitchen, and ask if you have it on hand, are willing to buy, or not willing to buy. It covers equipment and appliances as well as ingredients. The end result is a deck sorted by region, family type and cooking level (new or advanced cook, kids or not, Quebec or ROC), and is a boon to their recipe formulation. They really do want to make things easy. **MM**

What do all of these people have in common?

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Meet Linda.

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portfolio, and we're trying to make sure it becomes more of a health and wellness play, whether it's in reduction or elimination of TFA, which was a big initiative for us last year, or light versions of products. We launched a Sensible Solutions program that gives consumers assurance. Health and wellness is also a focus in the way that we advertise, making sure we promote active lifestyles.

We've never advertised to children under six, and now we're not advertising to children under 12 unless it's Sensible Solutions-based products. So it affects kids' cereals, Jell-O, Kool-Aid. It's a tough thing to say you can't advertise to your core target so it forces the business to say: 'How do we reformulate our product?'

The other trend that I think you will see more of is a demographic shift to 55+ and the emergence of that group as a real dominant player. They have different needs. Portioned size foods is one area, and we're putting a big emphasis on easy open packaging, and large print. So that's probably the other shift where you'll see us continue to play a role.

Is convenience third on the list?

I think convenience is not mutually exclusive as it relates to health and wellness and 55+.

Is the pace of product launches increasing?

On a global basis we're up at about \$1.5 billion in revenue, which is almost a 50% increase over two years. It's a tremendous focus globally. We used to do a lot of small ones, now we're focusing on the bigger ones and increasing our revenue per launch.

We're trying to launch more platforms. Our 2006 new product revenue and support will be above '05. Tassimo is a big one. Another product that we're pretty proud of and just launched in May is our Thinsations. It's a Christie brand and leverages our Oreo, Chips Ahoy! and Honey Graham trademarks. They are individually packaged products that contain 100 calories per pack. It had tremendous success in the U.S. when it launched last year.

The other area we continue to push aggressively is the convenience side around our stick products. We've had tremendous success with Crystal Light and are looking forward to leveraging that on Kool-Aid. We're really trying to create single serve convenience and the water bottle phenomenon has allowed us to do that, and take the product on the go. Kool-Aid sticks are launching in three flavors, and that's a 30-calorie product.

As part of the North American team, and being more globally plugged in, will there be more Kraft Canada marketing crossing borders – like the recent Kraft Singles spot that got picked up for the States?

There might. There are areas where Canada will lead, and there are areas we'll stand back a

bit and let the US figure it out.

On the tremendous Kraft Singles campaign that JWT did for us, you've got a message that will work in any part of North America and we recognized that and leveraged it. The Philadelphia [cream cheese] angel campaign, which is global, was originally from Canada.

A perfect example of taking a global idea and executing it locally is the Maxwell House "Our House"

campaign. We did an execution in Canada which took us to the hockey rink. Filmed in English and French, we show how important the rink and the people in that rink are. So we were able to take a global campaign, shoot it in Canada based on the Canadian appeal, and it's in the pool of global campaigns – and if anyone wants to use it, it's available.

I heard you recently tweaked the consumer path thinking on your CRM program.

I would say it's an evolution. It's about integrated marketing and taking our CRM capability, which we're very proud of because Canada's at the leading edge in this, and really driving it home in other areas, so it exists on the web, in the magazine and in e-mail and driving it home in Quebec through TV programs. We're driving it in-store through promotions; whether we have a Believe campaign or *what's cooking* mini-mags in store, it's really surrounding the consumer with an integrated message.

In the past you'd see great CRM initiatives, and then you would have gone in-store and you would have seen a promotion for a blockbuster movie or Christmas trees – no connection. Now it's a full connection. It's really bringing it to the in-store environment and trying to create these ownable linkages back to our CRM program. And helping the consumer where they make a lot of the decisions by [offering] solutions.

When did that start?

We dabbled in it in '05, trying to link some of our BBQing back to the Kraft Kitchen Experts. The big foray was in Festive '05, around our Believe campaign, where we really stepped up



Thinsations launch is part of Kraft's health and wellness play

our work in-store and also our TV advertising around it, and production of the mini-mag. And we've had phenomenal success with respect to the displays being up, movement of those products, and web hits from consumers who saw the displays in store.

We're taking that model and also bringing it to Hockeyville, which is not necessarily a CRM initiative, but driving an ownable big idea on an integrated basis, in-store, on web, and on TV as a show, which is a unique angle. It's up there with some of the best marketing any branded manufacturer could do in terms of how we've integrated Hockeyville with our partners the NHL, the NHLPA, Home Depot; it's a 360 degree program that surrounds the consumer.

And it's not just your normal retail channels.

Yes, Home Depot has come on board. We've also had tremendous retailer support at stores we might not have gotten support from before. Because at its genesis, is community engagement, and that resonates across the country. It's the fact that it's linked to hockey and that we've been involved in hockey for years. The program genesis and development, all resided within Canada. Jack Hewitt, our VP of consumer promotions strategy and alliances, started talking about the idea last year after our *Making the Cut* TV show, figuring out how we'd take it to the next level. We got some of our agencies involved and it's been a phenomenal success.

How do you measure the success of something with so many components?

One way is stores, how many displays did we get up, compared to other programs. We track

the sales of the product involved. We track web hits. We'll track PR. Each element has its own way of tracking its success.

What would success look like for this?

We've essentially hit our goal. We wanted to establish ourselves as an innovative marketer. Hockeyville provided that, it's the first time we've ever been involved as executive producer of a TV show. It's been a great experience but a kind of stressful one as we've ventured into new territory. But it allows us to really connect with our consumers across multiple touchpoints. Our customers all are involved, and not just involved but passionately driving this. That alone has created success.

Three weeks before the show hit, for the first time, we've actually had to repurchase store displays because we've run out.

Are people stealing them?

They might be, we hope it's because they're going up in stores. I have a binder full of pictures from stores in small towns and big cities of the display involvement. It's blown me away. We knew we had a good program, but to see it come to life and to see the rallying of communities, and the pride that they have.

We've had people inquire from Taiwan and California, where there are Canadians playing hockey, saying we want to be involved. We've had communities change their name; Golden B.C. changed to Hockey B.C. The other thing that is springing to life is the charity side. Towns are raising money to fight cancer, or children's diabetes, which is another great story.

So it's social action, consumer generated media, the whole ball of wax.

The whole ball of wax. In my 16 years at Kraft, it's certainly the biggest thing I've been part of.

What's your biggest challenge now?

I think maybe we've relied too much on the heritage of some of our brands in the past, and either through reinvention of those brands, or bettering the quality of those brands, it's refocusing and getting the consumer bundle right. We have to make sure our



Port Alberni, B.C.: Hockeyville has already achieved goal

pricing is fair and support the brands and innovate.

We have gone from an organization that was delivering good results, but not great results, and this is not a Canadian thing, it's a global thing. Kraft needs to step up in terms of delivering consumer value and therefore increasing our sales to top tier.

My biggest challenge is getting people energized. When we went through some of the change it created uncertainty and with

uncertainty comes a bit of a malaise. But I think since the New Year we've really started to energize as an organization, recognizing how this new North American structure provides opportunity, either through a career point of view for those who have aspirations beyond Canada, or from a business point of view, recognizing the ability to tap into a much bigger organization.

How did you do that?

It's about continuing to push the message that the Canadian organization is responsible for Canada's needs. It's not Chicago, it's not New York, it's not London. And it's leadership, really setting the tone of an organization that is becoming less process oriented, more risk-taking. Some of the elements that were designed as part of the restructure that were viewed as threats at the beginning, now people are starting to realize: "Hey, I am in power to make this decision." You're starting to see some of that change in operating behavior.

In terms of your brands, what is the signature product and what will it be in 2010? What typifies where you're going?

Tassimo. It brings the idea of technology, the idea of proprietary, the idea of partnership, best of global, best of local, and a platform that can be expanded. It started as a coffee machine and is now a hot beverage system and there are opportunities to expand beyond that.

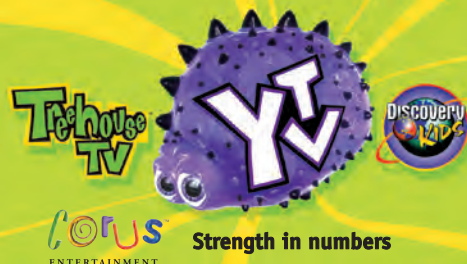
It focuses on convenience, it focuses on single-serve, it focuses on quality. It encapsulates a behavior that as an organization we want, which is risk-taking, the ability to get behind big ideas. So it's really provided, in my mind, the model for how we need to go to market in the future and the types of products we need to launch. ■



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THE PROTECTOR

How Puma's Joanne Fletcher makes sure the right people are wearing her brand, and the wrong ones aren't

◀ By Annette Bourdeau ▶

Most marketers would kill to land a high-profile placement on the ever-popular *Canadian Idol*. But not Joanne Fletcher, Montreal-based Puma Canada's director of marketing. The show tried to land Puma apparel to clothe its pop tart contestants for a segment last year, but Fletcher turned them down. "It took us about two minutes to make that decision," she recalls. "As much as it's important for us to be seen on the right people, it's even more important for us not to be seen on the wrong people. Me saying no to things is more important than saying yes to things."

Fletcher's fiercely protective approach to marketing her brand is clearly working. In her

wearing it, primarily through having what she calls "brand zinger" events for the target throughout the year in Toronto, Vancouver and Montreal. She even brought an insider onto her team – Blue Station marketing manager Sheila Roberts is plugged into the hipster scene, making it easier for the brand to stay connected.

"It's all about the trickle-down effect... keeping the tip of the iceberg interested," Fletcher explains. "The majority of our sales dollars come from the mass segment – only

works with the youth market, too. "We respect the fact that [youth] have their own culture. We're not trying to pretend that we totally understand that."

Perhaps Fletcher's greatest coup in terms of winning over a difficult audience was her ability to round up Toronto-area bike couriers, leveraging a global Puma initiative to engage couriers by producing the mini-doc *The Bike Gangs of New York*. "They're very anti-establishment. The key to our success was that we didn't try to talk their language, we didn't try to 'dirty ourselves up,'" Fletcher says. "We just said: 'We're Puma, we respect what you do'... we didn't try to over-promise anything." She and her team did some digging to find out favoured courier haunts, and invited them to a Toronto screening of the doc, where they received free Puma gear. Over 250 couriers showed up. "Bike couriers really personify the essence of the Puma brand – they're the ultimate urban athletes."

However, Fletcher is willing to make a play for the mass market – when it's right. She has agreed to a placement deal on an upcoming episode of *Canada's Next Top Model*. "It's so mass, so mainstream," she says, adding that after much thought, she and her team decided to do it. "We said yes because our brand has evolved." Nonetheless, the show will get Puma gear that influencers were wearing years ago, and Fletcher plans to have a "brand zinger" event for the latter to counter the placement, as a way of saying "we're doing it with stuff you liked four years ago, now here's some new stuff for you."

Only about 5% of sales come from key influencers. But we spend just as much, if not more on the influencers... if we lose them we'll lose [mass] too

two years with the company, Puma Canada has seen double-digit growth and, perhaps more importantly, made significant strides towards Puma's global mission of being the most desirable brand in the world, by getting high-profile Canadian scenesters like members of "it" bands Metric and Death from Above 1979 to wear Puma. Based out of Puma's small Toronto office, Fletcher, 32, knows that to be desirable, her brand can't be seen on just anybody. So she focuses on making sure "key influencers" are

about 5% of sales come from key influencers. But we spend just as much, if not more marketing dollars on the key influencers, because if we lose them, we'll lose the [mass segment], too."

Fletcher credits part of her success with influencers to not trying to present the brand as something it's not, and maintaining a single, genuine voice. "We don't use artsy language for artists, music-y language for musicians," she says, adding that the same approach



Fletcher has also improved the sports apparel side of the business. "We had a genuine imbalance before Joanne joined the company," notes Ritch Benford, SVP, general merchandise at Puma Canada, referring to the disconnect

Viner points to last year's partnership with *Dose* for the "Win What You Snap" contest as another strategic initiative that carried over online, and was a result of Fletcher brainstorming with Zenith. The contest

Fletcher's flair for working with minimal resources and developing grassroots initiatives can be attributed in part to her four-year stint working essentially for herself as a personal financial advisor at Merrill Lynch, where she was given a phone, a desk and a \$5 million target. It was quite the culture shock for her, though – she moved into finance after a three-year marketing run at Kraft Canada, where she worked on Cheez Whiz, Philadelphia Cream Cheese and Handi-Snacks. While she loved the constant challenge at Merrill Lynch, she missed the camaraderie of marketing, and was drawn to Puma, where it was small enough to have autonomy, yet she could still work on a team.

Reflecting on her non-traditional career path, Fletcher has no regrets. "The safe path would have been to stay in packaged goods. I'm not afraid to be the one to jump first." ■



"She has made Puma a true sport lifestyle brand," says SVP of general merchandise Ritch Benford

between how Puma's sports lines were presented versus its fashion lifestyle lines. "She has diversified our portfolio, and made Puma a true sport lifestyle brand." Fletcher appeals to athletes the same way she appeals to key influencers – through events. She regularly sponsors urban sporting events across Canada, like the Puma Road Race Series for Hemophilia event last month in Winnipeg. And last year, she organized the Puma Pursuit, which saw 200 competitors embark on a 10k "urban adventure" across Toronto, à la the *Amazing Race*. "It was really grassroots, and carried over online," says Libby Viner, account executive at ZenithOptimedia, Puma's media agency. "Online is important for a brand like Puma."

invited consumers to go to Puma's retail store in Toronto, photograph the Puma merch they wanted to win, and e-mail the photos to *Dose*. It was promoted in hardcopies of *Dose*, as well as at dose.ca. The contest garnered over 350 responses – quite impressive, considering the amount of work it involved for consumers.

And, Fletcher has a fashion show in the works for June 15 at Toronto's Capitol Theatre to launch Puma's new Flawless Elegance line targeting busy, sophisticated urban women. "It aims to bring to life a day in the life of a Puma woman," she says, adding that the ladies strutting down the catwalk will be average women, not models, doing things like pushing strollers. The launch will be supported by a print campaign set to break in early July.

FIVE QUESTIONS

Favourite book:

To Kill a Mockingbird, by Harper Lee. *It's just always stayed with me. I never get tired of it.*

Favourite movie:

The Shawshank Redemption. *I love Morgan Freeman, and it's such a poignant story.*

Favourite TV show of all time:

Definitely Sex and the City. *The writing is fabulous. I always admire shows that become part of the fabric of society.*

First job:

Plant waterer at the Sheridan Nurseries, when I was 15.

Most useful business book, and why.

What They Don't Teach You at Harvard Business School, by Mark H. McCormack. *It's very 'real-life, this is what to expect.'*

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LET'S GET DIGITAL

Xbox's Jen Walsh is ahead of the curve when it comes to using new media to reach the youth demo

◀ By Annette Bourdeau ▶

When short codes and m-coupons were still just vague buzzwords starting to emerge in marketing circles, Jen Walsh was already figuring out how to work them into her marketing efforts at EMI Canada, looking to high-tech markets like Japan for inspiration. Now at Xbox Canada since last fall as marketing manager, partnerships, promotions and events, Walsh is leveraging her tech savvy and knack for staying in touch with youth culture through music, entertainment and technology to broaden the brand's appeal.

"She's got really great vision for three things that are really important to us: convergence of media, the importance of our partnership ecosystem, and how to make cultural connections with youth," says boss Jason Anderson, director of marketing at Mississauga, Ont.-based Xbox Canada, adding that she's working on two long-lead projects focusing on how to connect Xbox more closely to music and how to broaden its reach beyond hardcore gamers. "We'll start to see the fruits of her labour starting this holiday season."

Walsh's experience at EMI, during which

time she also chaired the digital strategies committee for the Canadian Academy of Recording Arts and Sciences (the association responsible for the Junos), is no doubt serving her well in tying Xbox more to music. She has



Walsh works closely with partners like MuchMusic to get the most out of events

already reached out to Canadian artists like Kardinal Offishall, Matt Mays and Hedley, who all participated in the Xbox backstage gaming area she orchestrated at this year's

Juno awards, where they faced off with average gamers at home in a Canadian spin on Xbox's global "Game with Fame" initiative that lets gamers add participating celebs to their friends lists to potentially challenge them.

"She did a great job of weaving gaming into the Junos," says Anderson. Walsh was also able to get the Aussie band INXS (fronted by Canadian JD Fortune) to join the "Game with Fame" series in a high-profile photo opp in Vancouver earlier this year. "We hope to do lots more with Canadian artists," Walsh says.

While she's not currently working on any mobile initiatives at Xbox, she pioneered them in her role as national marketing manager, digital & wireless at EMI, where she introduced the company to text-based marketing and set up the short-code EMI EMI for users to text to for information about upcoming releases, and even receive m-coupons. "She's the queen of innovation," notes former boss Paul Shaver, director of marketing at Mississauga, Ont.-based EMI Canada. "We used to think one-dimensional around here. She made us think outside of the

box, and it was invaluable to the entire team...She's left an impression. We now think digital, digital, digital."

For Walsh, however, it wasn't such a stretch; she has always been interested in technology. Her first marketing gig was at a small dotcom in Toronto, and she did a stint in production for Rogers High-Speed Internet Services. Several years ago, she visited Japan for personal reasons, and was inspired by their technological superiority. "I spent a lot of time in Japan...I'm constantly in tune with what's going on over there," she says, adding that she frequently surfs the web and reads *Wired* to keep up.

She was also impressed by Japanese events, and the ability to build experiences in crowded spaces, pointing to the Tokyo Designers Block, a five-day festival showcasing work by international and Japanese designers as particularly noteworthy. "They were able to take over a [busy] environment...that definitely inspired me," she recalls.

This past winter, Walsh worked with her event agency, Toronto-based CIM, to carve out a spot in a busy environment – Windsor's Cleary International Centre on Superbowl Sunday, home of the "NFL Fan Zone," featuring an interactive theme park, games and appearances by NFL players, while the big game itself took place just across the river in Detroit. They set up Xbox 360 kiosks equipped with an NFL football videogame amid all the bustle of the Fan Zone, and were able to score attention from the thousands of passersby, further revving up the excited football fans. "The thing about Xbox is the element of human energy is so high," Walsh notes.



"She did a great job of taking the momentum from the 360 launch and continuing it post-launch," adds Craig MacPherson, senior client manager at CIM, referring to smaller-scale events like the Cleary Centre example. "She knows what she wants to accomplish, and she doesn't hesitate to ask for it. That's great from an agency perspective."

While Xbox is a strong brand with a lot of pull, Walsh realizes that two brands can often be better than one when it comes to events and promotions. "She's really focused on building symbiotic marketing partnerships," says MacPherson, adding that Walsh knows the right brands to work with. "Jen really gets the entertainment business and the youth market."

One of her strongest partners is MuchMusic, which Walsh works with for Xbox Unleashed, a summer concert tour with 150 dates across Canada. This summer will be the tour's fourth year.

Xbox also boasts strong partnerships with Rogers, Future Shop, Best Buy and Cineplex, to name a few. While many of the relationships were established when she joined the company, she works hard to build on them, and take them even further.

For example, she worked with Cineplex to develop April's NHL 2K6 tournament, where gamers convened at Cineplex locations across Canada to face off against each other at kiosks in the lobbies, as well as in selected theatres where the games were projected onto big screens. Walsh tries to meet frequently with brand partners in casual settings like on the golf course and at gaming events.

It was her networking skills that enabled her to attract and foster brand partnerships while at EMI, as well. "She brought a lot of third-party partnerships like Motorola, Xbox, Bell Solo," recalls Shaver. "She went to a lot of conferences and connected with people there -- she's really good at networking."

With her tech savvy and keen understanding of youth entertainment and marketing, Walsh is definitely one to keep an eye on. As boss Anderson points out, her impact on Xbox will really be noticeable this coming holiday season. For her part, Walsh is pleased she's been able to get a career out of her three passions, which are traditionally male-dominated realms. "I'm most proud of being able to work in technology, music and entertainment...and people being shocked that I'm a girl." ■

FIVE QUESTIONS

Reality show you'd most like to be on:

Ugh...do I have to choose a reality show? I'd much rather be a guest on The Simpsons. I'd like to be the first female mayor of Springfield.

Favourite TV commercial of all time:

I loved the first group of those wacky Five Alive spots from a few years back.

Last ad that inspired you to make a purchase:

Love the energy and music in both the Pepsi ads featuring Jimmy Fallon and Parker Posey, and the Rogers Wireless Live Out Loud ad for MP3 phones (where the two groups of friends make their way through the city and meet at the top of two different buildings).

Greatest strength:

Having fun and knowing when to laugh doing just about anything.

Favourite way to unwind:

Gaming, dancing, blading, listening to tunes and lying on a beach.

OUR VIEWERS ARE

building

In the process of installing new kitchen cabinets • **INDEX 142**
Loves the new skylights • **INDEX 222**
Already working on that retirement dream home • **INDEX 172**





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HIRES THAT MAKE YOU GO HMMM...

Dan Sorotschynski has been hired as **Dose's** director of marketing. He was previously brand initiatives manager at Nike, working on such programs as RunTO and Nike Runner's Lounge. "There are few brands that are truly Canadian...where the strategy and direction are up to us," he says to explain his move to the mag owned by CanWest. Before Nike, he was an assistant brand manager at Unilever. Sorotschynski replaces Mark Shedletsky, now director of marketing at MTV Canada.

MARKETERS

Nissan has created an offshoot of its marketing department. **Ian Forsyth**, who joined the company in 1983 as national marketing manager and has been director of marketing since 1990, is now director, corporate and product

planning, a newly created position. He will be responsible for long-term business planning and product planning. **Wendy Durward**, previously corporate manager, marketing communications, is now director, marketing communications, also a new post.

Vancouver's **Playground**, a real estate sales and marketing company owned by developer Intrawest, has hired **Marcel Labbé**, formerly with RMG Direct, as its VP, marketing innovation. As well, **Angela Nielsen**, most recently Vancouver Aquarium's director of public relations, has been hired as corporate marketing manager. With resorts in six countries, Playground uses storytelling as a marketing strategy. The company is growing and has plans to hire dozens of people for its sales and marketing offices around the world.



From left: Dose's Sorotschynski; Nissan's Forsyth; Playground's Nielsen; and McCann Erickson's Vendramin

After three-and-a-half years, CD **Benjamin Vendramin** is leaving the agency that bears his name, Toronto-based Goodgoll Vendramin, to become SVP/group CD at **McCann Erickson** in New York. His main client will be the global MasterCard account. "There is no opportunity like this in Canada," he says. On the heels of Vendramin's announcement came word that Goodgoll has re-branded as **Wingspan Strategies**, and will focus on brand communication strategy.

AGENCIES

Nine new creatives have been hired at **Grey Worldwide Toronto**, including: **Gerald Schoenhoff** as

VP/ACD/senior AD; **Dave Stevenson** as ACD, direct and interactive; **Todd Henwood** as ACD/senior AD/web designer; and **Steve Forrester** as AD/senior web designer. **Jason Buback** joins as senior writer and **Shoshanna Addley** as senior writer, direct and interactive. On the account side, **Camielle Clark** joins as director, creative services, broadcast production.

Newfoundland's **Target Marketing** has hired **Michael Scher** as creative group head. He was most recently partner and CD at Halifax's porkpie hat, which closed its doors in November.

INNOVATION

New agency taps into creating big ideas

◀ By Natalia Williams ▶

These days, marketers and agencies are getting curious.

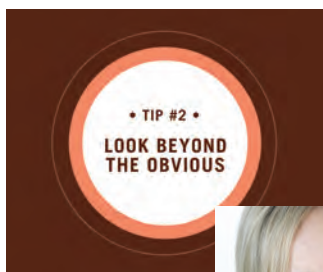
BBDO, DDB, FedEx, Bell Canada and American Express are just some of the companies that have engaged Curiosity, a new Toronto-based research

creation of new products, the ability to leverage existing brands, or simply the development of a more creative, open philosophy within a workplace.

For a current investment banking client, Ward is helping them to determine what kind of innovation will be best for the company. To help conduct the research, she's tapped into a growing pool of freelancers she calls the "curiosity studio."

An MBA/consultant, a seasoned researcher out of the U.S. and a graphic designer will round out the team.

The research model that follows will vary but can include focus groups



Ward will help cos
innovate by
"cultivating curiosity"



agency that founder Karen Ward bills as an "innovation agency" that helps businesses tap into what it takes to generate big ideas.

The thinking behind the agency is to "cultivate the curiosity" within a business that leads to innovation, she says. "Innovation as a business tool is exploding right now," she says. "Rooting it in a passion for curiosity puts the emphasis in the right place. Unless you start there – exploring needs, opportunities and insights – the innovation [that follows] won't be grounded or based in consumer or end-user needs and desires." The result could be the

or conversations with current or failed clients and/or ethnographic research.

"Innovation opportunities could be in training, in the company structure, how they incent their bankers," she says.

Her client reports are also creative. Along with PowerPoint presentations, Ward prefers an approach that includes a storytelling component such as mini-films. Ward, who studied film and sociology, has worked as a strategic planner for Cossette, as brand marketing manager for The Body Shop, and senior researcher at Toronto's d-Code. ■

OUR VIEWERS

know the score

Can't get enough basketball • **INDEX 203**

Plays tennis but refuses to wear white shorts • **INDEX 260**

Watches international soccer on the dish • **INDEX 212**



THE BEER OUT HERE – AND THERE?

◀ By Annette Bourdeau ▶

Kokanee has cemented its place as “the beer out here” in western Canada. Question is, can it snag itself a portion of the considerably more sizable Ontario market?

The Creston, B.C.-brewed label, which is owned by Toronto-based Labatt, supported its first big push into Ontario with a campaign by Toronto-based agency Grip, including TV, print, outdoor, PR and field efforts.

In the 30-second TV spot, a snowboarder cruises down a majestic B.C. mountain and smashes into the window of a Toronto high-rise – ready to party, no doubt – with a voiceover proclaiming “you can get the best of B.C., at home in Ontario....”

The campaign also included a “Kokanee Konvoy,” which involved five 18-wheelers trekking across Canada from Creston to Toronto, stopping in various Ontario cities along the way.

Once in Toronto, the Konvoy, which made the trip in March, travelled down Yonge Street to its final party destination on British Columbia Road, where it joined Olympic snowboarding gold medalist Ross Rebagliati as well as the Kokanee girls.

“We’ve already doubled the business [in Ontario],” says Harvey Carroll, VP marketing at Labatt.

We asked Bill Downie, VP/CD at Publicis Vancouver and Catherine Wong, senior AD at TBWA/Toronto, how smoothly this campaign goes down.



EXPERIENTIAL

BD: I like the Konvoy because it brings B.C., literally, to Toronto. Ross Rebagliati is the right spokesperson for any beer drinking, half-my-age male who loves B.C. and all it stands for, most of which is snowboarding.

CW: The Konvoy portion is the most spectacular simply because it’s a spectacle. It has a balance of good times without being too cheesy.

OVERALL CONCEPT

BD: The TV ad and the “But legal” print execution [below] best capture the attitude of today’s Wild West as it relates to the twentysomething beer drinker. The “Never return” [featuring a shot of mountains with the tag: “Why people go out West and never return”] and “Descent” [a similar shot with tag: “Making the descent from B.C. daily”] ads are weak. This age group can handle a lot more edge.

CW: Overall, the message is clear. The positioning of B.C. beer in Ontario is unique. And the subtleties of cold, clean beer from the mountains works.

TV

BD: The TV spot works for the same reasons the Konvoy works (Kokanee brings the West to the East). It’s a bit of a literal concept but it’s surprising and entertaining. Not to mention, the target is still at that invincible age and flying through an apartment window would seem like a cool idea.

CW: Bring back the sasquatch. [Kokanee’s popular ads in western Canada have featured mountain patrollers on the lookout for an elusive sasquatch.]

PRINT/ OOH

BD: Ask Ross Rebagliati why the “But legal” execution works.

CW: Bulletin board art direction [two of the print ads are faux bulletin board notices] usually says spontaneous and random, but each execution looks exactly the same. It’s also apparent that they had to survive too many focus groups. Do we really need to see logos on both a bottle and a glass to understand that this is a Kokanee beer ad?



The creds:

Client – Labatt Breweries of Canada:

Jamie Humphries, brand manager; Matthew Ramella, media strategist; Harvey Carroll, VP marketing; Betsy Cooper, manager, corporate affairs

Ad agency – Grip:

Bob Shanks, Alan Madill, Terry Drummond, partners; Trent Fulton, associate partner; Adrienne Gordon, business manager; Kimber Slater, account co-ordinator; Jacki Powell, project manager

PR – Hill & Knowlton Canada:

Kadi Kaljuste, SVP; Kristy Derkson, account director; Teri Broughton, consultant; Erica Faltous, assistant consultant

Field marketing agency – Mosaic:

Jeff Rogers, VP; Ryan Kruger, account manager; Meighann Cassidy, account manager



OUR VIEWERS... unmasked

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Erica Ehm

**On Air Personality & Founder
yummymummysite.ca**

Much Music's first female host, Erica Ehm, has shifted her focus from videos to motherhood! She is the co-creator and TV host of Yummy Mummy, and founder of the online community for moms at www.yummymummysite.ca. Erica will use her expertise as a mom, business owner and broadcaster to energize the delegates and maximize their learnings at the conference.

OPENING KEYNOTE



Jeffrey Allgrove
President, Unilever Canada

Reaching Women - The Unilever Way

With the global success of the Vim "Prisoner" ad and the ongoing critical acclaim Dove's Campaign for Real Beauty is garnering, Unilever Canada is the gold standard in marketing to women. The consumer packaged goods giant discusses the secret to making your brand a companion instead of a commodity.

CLOSING KEYNOTE



Martha Barletta
CEO, The Trendsight Group

PrimeTime Women™ - The Target Marketer's Golden Bull's Eye

Internationally recognized expert in the field of marketing to women and author of *Marketing to Women: How to Understand, Reach and Increase Your Share of the Largest Market Segment*, Martha will open your eyes to the importance of boomer women AND show how you can effectively connect with them.

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the Stereotypes.

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- Fresh approaches to research and the priceless insights they reveal
- How to harness the power of community and leverage it for your brand

SESSIONS:

The New Research

We equip you with brand new research revealing how today's woman is feeling in her heart, head, and home. Once you've got with the facts - learn about fresh approaches to research that are garnering great insights.

Leveraging the Power of Community

Hear from marketers who have tapped into or created “communities” and subsequently unleashed a force greater than themselves.

In Search of the Real Canadian Woman: Advertising Hits and Misses

Experts in marketing to women with a few “real” women thrown in for good measure will be challenged to bring the best advertising to this demo they've seen and deconstruct it for your learning pleasure.

Real Change – Real Opportunity

Find out how smart marketers capitalized on societal shifts and trends to create fresh opportunities for their brands.

SPEAKERS INCLUDE:

Mark Challen, Vice President, Communications, House & Home Media

Nancy Demerling, Director of Marketing, Intel Corporation Ltd.

Shelley Findlay, Director of Marketing, W Network

Talya Gaborieau, Category Director, Liqueurs, Tequila. Gin, Diageo Canada

Judy John, Managing Partner & Chief Creative Officer, Leo Burnett

Janet Kestin, Chief Creative Officer, Ogilvy & Mather

Sue Kuruvilla, Brand Marketing Manager, Nike

Charles Leech, Executive Vice President, Qualitative, ABM Research Ltd.

Mark Leslie, Director of Research, Corus Entertainment Inc. / Corus Television

Sharon MacLeod, Dove Masterbrand, Marketing Manager, Unilever Canada

Jen Maier, Founder, urbanmoms.ca

Megan Matthews, gloss Lead, Veritas Communications Inc.

Sean Moffitt, President, Agent Wildfire

Heidi Philip Hardie, VP, Global Strategic Planner, Leo Burnett

Muriel Solomon, Director, Mktg & Publicity, Lifestyle Networks, Alliance Atlantis Broadcasting Inc.

Marcy Verburg, Director of Marketing, Chocolate, Cadbury Adams Canada

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OUTSTANDING NEW CAMPAIGNS

◀ By Annette Bourdeau ▶



STICK UP

If Sidney Crosby's in, everybody wants in. Even the Hanson Brothers, stars of the ultimate hockey movie, *Slap Shot*.

The latest spot from Mississauga, Ont.-based Gatorade Canada features the hockey star throwing his stick into the pile, joining a few kids in a game of street hockey. Once Crosby announces: "I'm in," hundreds of people pop out of nowhere, including a busload of Oceanic Rimouski players (Crosby's former Quebec Junior Hockey team), and the aforementioned *Slap Shot* stars.

"All [Canadians] can relate to street hockey," says Dan Pawych, CD at Toronto-based Downtown Partners, adding that they wanted to avoid doing a clichéd spot with Crosby just skating around a hockey rink, and play up his approachable boy-next-door image.

"He's got this great story – a local kid who makes it big in the NHL.... We thought: 'He's this average kid, we should leverage that.'"

The campaign, which aims to reinforce Gatorade's image as a "big" brand, as well as its "Is It In You?" tag, also includes tie-ins like a big street hockey tournament in Toronto's bustling Dundas Square in April, and a contest at gatorade.ca to win a hockey stick signed by Crosby. PR efforts will likely play up a lucky news angle: After the spot was shot, Crosby made a high-profile plea to Halifax mayor Peter Kelly to scrap a planned bylaw to ban street hockey.

client: **Jeff Jackett, marketing manager, Gatorade, Pepsi-QTG Canada**

CD: **Dan Pawych**

copywriter: **Ian Kiar**

AD: **Linda Carte**

agency producer: **Sarah Moen**

account managers: **Jeff McCrory, Ann Laudenbach,**

Cynthia Tycholis, Jennifer Green

prodco: **Imported Artists**

director: **Gregor Nicholas**

producer: **Joan Bell**

editor: **Mark Morton, School Editing**

sound: **Grayson Mathews**

special effects: **Crush**

TAPPED OUT

If it's good enough to mop and water the grass with, it's good enough to drink, right?

The new campaign for the Brita Faucet Filtration System hopes you won't agree, with TV, print and online executions featuring images like a woman with mop hair and a man with a grass beard to emphasize the tagline: "You deserve better water than you mop with/use on your lawn."

"It was really about creating a wedge between drinking water and utilitarian water...and creating a need for the product," says William Hammond, co-CD at DDB Toronto. "You have to make it personal – you can't just make a statement."

The campaign, which launched last month, targets tap-water drinkers who don't think about where their water comes from. TV and print executions direct consumers to the microsite youdeservebetter.ca, where users can find more info to support the case for filtered water.

client: **Ken Cross, senior business team leader, Clorox Company of Canada**

CDs: **William Hammond, Andrew Simon**

copywriter: **David Ross**

ADs: **Mark Bovey, Paul Wallace**

account managers: **Kathy McLay, Edith Rosa, Kelly Pinellis**

agency producers: **Nan Mitchell, Marie-pierre Toure**

photographer: **Michael Graf**

illustrator/typographer: **Mark Bovey**

prodco: **untitled**

director: **Steven Diller**

DOP: **Tico Poulakakis**

executive producer: **Cindy Marshall**

editor: **Brian Williams, Panic & Bob**

music: **Thomas Neuspiel, Keen Music**





ON YOUR KNEES, BOY

Be careful, that girl might walk all over you.

This cheeky campaign for Down Boy shoes, owned by Vancouver-based apparel company Girl Two Doors Down, is hard to ignore. Three different print executions feature a male model with footprints on his face, butt and back.

"[The concept] came from the name – we just had to do something about female empowerment in a tongue-in-cheek way," explains Katie Ainsworth, ACD at Vancouver-based Rethink. "The shoes are fun and flirty, and the client wanted that to come across."

The shoes are very bold – some are even bejeweled – so the target is more psychographic than demographic. "It's all about a fun, flirty attitude – some of that L.A. girl style," says Ainsworth, adding that Eva Longoria (*Desperate Housewives*) and Britney Spears have been spotted wearing the footwear.

Down Boys are available in high-end boutiques in Vancouver, and across the U.S.. The ads are being used at trade shows, in boutiques and as washroom ads, and aim to appeal to both consumers and boutique owners.

client: **Roberta Bernstein, president, Girl Two Doors Down**

CDs: **Chris Staples, Ian Grais**

ACD/copywriter: **Katie Ainsworth**

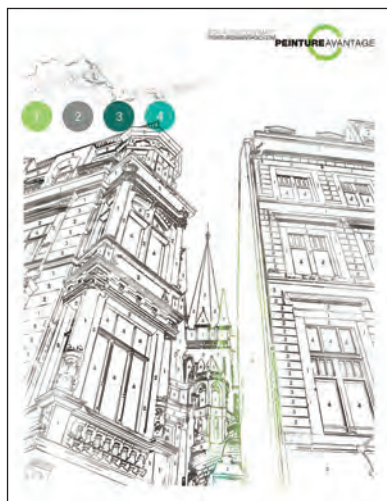
ADs: **Chad Kabigting, Noreel Asuro**

account supervisor: **Nadine Wilson**

producers: **Chris Raedcher, Dale Vankoughnett**

photographers: **Hiep Vu, Anton Franko**

studio artist/typographer: **Steve Pinter**



BACK TO BASICS

These paint-by-numbers jobs aren't child's play.

Three new black-and-white print executions for Montreal-based painting company Peinture Avantage depict intricate paint jobs waiting to happen.

"It's a really, really simple idea," says Nicolas Massey, CD at Montreal-based Amen-Epoxy. "You quickly understand what the company is about.... They can do very complicated jobs on interiors and exteriors."

Amen-Epoxy did the campaign au grat for Peinture Avantage owner Louis Lachapelle, who won a contest for entrepreneurs sponsored by the agency and Quebec business mag *Action PME*, owned by Transcontinental. Fifteen entrepreneurs entered the contest, outlining why they deserved the free creative services and media in select Transcontinental business and décor publications. The judges felt Lachapelle best embodied an entrepreneurial spirit.

Massey says the illustration-based executions are in keeping with the agency's focus on stepping away from formulaic "photo-with-slogan" ads, adding that he's currently working on a sculptural project for a client.

client: **Louis Lachapelle, president, Peinture Avantage**

CD/copywriter: **Nicolas Massey**

AD: **Carl Robichaud**

account director: **Marie-Pier Nicol**

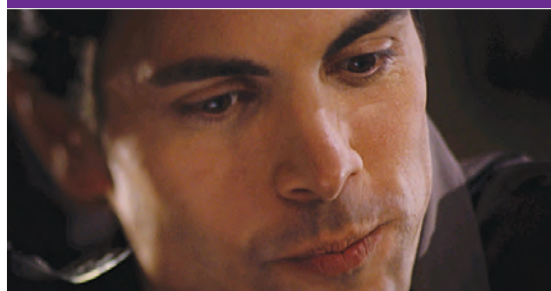
WHAT THE F***?

This is f***** brilliant. Who'd have thought that CPG ads could be so entertaining?

The campaign supporting the launch of Toronto-based Unilever product Knorr Frozen Entrées plays on the notion of "frozen" being a bad word, and censors everything after "F" in the 30-second TV spot, and two print ads.

"It came out of the insight that people do have this adversity to frozen foods," says Andrew Simon, co-CD at DDB Toronto. "People just accept that frozen foods have to taste bad."

After much research and brainstorming, the creative team realized: "Hey, the word frozen sounds like another word," Simon



explains, adding that the TV spot underwent rigorous testing and tweaking to reassure it wouldn't offend. "A lot of credit has to go to Unilever, who stuck by it.... They recognized right away that it was a strong idea."

The campaign, which also includes DM and POP executions, targets people who appreciate good food and love assembly cooking, and who wouldn't have considered consuming frozen food. Unilever thought about targeting busy moms, but ultimately decided to go after a less-tapped market to better differentiate the product.

client: **Jill Denison, Knorr brand development director; Stephanie Eisen, Knorr brand development manager, Unilever Canada**

CDs: **Andrew Simon, William Hammond**

copywriter: **David Ross**

AD: **Paul Wallace**

account supervisors: **Wendy Caricari, Valerie Smith, Kate Pittfield**

agency producers: **Nan Mitchell, Marie-pierre Toure**

prodc: **MacGuffin Film**

producer: **Sam Wool**

director: **Kevan Bean**

editor: **Brian Williams, Panic & Bob**

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BOOM

◀ By Lisa D'Innocenzo ▶

GOES YOUR BRAND

Left: The key to Curves' success? It features younger consumers in ads
Right: Tabi understands that not all women 45-65 dress the same



Forget grey-haired models. The key to reaching the affluent boomer market is to focus on lifestyle, not age

When Nintendo starts producing video games for boomers, you know the middle-aged crowd has arrived. At least in the minds of marketers.

However, if you think the image of an excessively happy grey-haired couple will turn them on, think again. Robert Mason, a principal at Toronto-based consultancy Boomers Marketing, stresses that the last thing boomers want is to be reminded of their age, and that a far more effective *modus operandi* is to depict age-neutral images that reflect a certain lifestyle. It's a method that can require significant segmentation work but, judging by the experience of the marketers in this story, one that is well worth the effort.

Mason has definitely noticed marketers flocking to the boomer crowd lately and says it's about time. "Advertisers should have been targeting the 'over 50' for the past decade,"

he says. "It's taken that length of time for the reality to set in that a lot of people are leaving the 18-to-49 target group and going off marketing's radar screen. And companies are starting to realize: 'Hey, we're letting a lot of business get away.'"

Companies like Nintendo. The videogame giant released "Brain Age: Train Your Brain in Minutes a Day" in April and will add "Big Brain Academy" this month. Brain Age, a series of exercises designed to keep the cerebral cylinders firing, is a definite push for the boomer market. On its website, Nintendo goes so far as to tell its new target, "after decades of exercising your thumbs, Nintendo moves to your mind."

A surprising move for a videogame company, for sure, but a smart one too. For one thing, it taps into the reality that middle-aged consumers want to fend off the aging process.

And then there's the potential pay-off of connecting with a, well, *booming*, population segment. As Mason points out, the boomer group – consumers born between 1946 and 1964 – is the fastest growing demo in Canada and it will be for several more years. By 2011, about one-third of Canadians will be over 50.

Consider too that they are relatively debt free; 80% own their homes, and only about 24% carry a mortgage. They earn on average 43% more than their younger counterparts, and they represent two-thirds of Canadians with a net worth in excess of \$100,000. Specifically, the 50+ crowd controls 55% of Canada's discretionary spending. No wonder marketers are salivating.

But that doesn't mean they're getting it right. In fact, for many, quite the contrary. "When a print ad is done for the over 50, everything we know about advertising gets tossed out



DaimlerChrysler has been pursuing boomers by designing products, like the 300 series, with the target in mind

the window, and they stick on a visual of the smiling, grey-haired couple,” says Mason, himself a boomer at 53. “We really don’t need to be reminded of our age. What I want is for you to tell me the benefits of your product or service. Sell me.”

Mason has worked in the ad biz for 30 years, first at Procter & Gamble, and then on the account side at agencies like Young & Rubicam. With partners, he founded Boomers after he turned the magic age of 50 and suddenly realized his opinions no longer mattered to marketers. “I used to do a lot of research panels. They would ask screen questions, like ‘what age bracket do you fall in?’ I said ‘50 and above,’ and it was ‘thank you, we don’t have any more questions.’ The plug was pulled on me.”

After asking his similarly aged pals what they thought about advertising geared at them and discovering the response was negative more often than not, he decided to do something about it. A year-and-a-half ago, Boomers Marketing was born.

However, Mason concedes that not all marketers are completely hopeless at speaking to older Canadians and that a few actually excel at it. Mason points to fitness chain Curves as an

example, citing its depiction of both young and old in advertising images. “There’s no stigma, there’s no huge direct campaign that reminds people they are over 50,” notes Mason. “They’re targeting a lifestyle and a benefit and people are responding to it. It’s including the boomers, but not excluding [others].”

Becky Frusher, communications manager at Waco, Tex.-based Curves, points out that while the fitness franchise’s broad demo base encompasses females 35+, boomers are the main market and that the overall goal has always been to portray women “as they really are” in TV and print ads, as well as in the firm’s custom publication *Diane*. “We also recognize that women want to better themselves and [find life-work] balance,” she says. “So we want to offer support in those areas.” Since its inception in 1992, Curves has grown to include 9,500 franchises in 41 countries, and there are plans to open 3,000 more locations in the next five years.

The path to achieving success, as Curves has, starts with segmentation, says Mason. “I think one of the greatest myths is that all boomers are alike – you’ve seen one, you’ve seen them all – when, in fact, the

We are definitely going after the boomers – they’re wealthier, more active and living longer than their parents

segmentation in this group is even richer than in younger people.”

Certainly this has been DaimlerChrysler’s strategy as of late. Judy Wheeler, VP marketing at the Windsor, Ont.-based automaker, says the firm has courted boomers for several years, but has only been launching products specifically created with them in mind for the past two years. “We are definitely going after the boomers – they’re wealthier, more active and living longer than their parents,” she says, adding: “When we develop products, we look specifically for holes in our lineup where we think there is an emerging market and we design the product for that target demo.... We figure out what vehicle would be of interest, and what they would want, and that’s how the product is designed.”

Vehicles geared at boomers include the Chrysler 300 series, the Dodge Magnum and the Dodge Charger, as well as members of the Jeep family. However, each caters to a specific subset of the boomer crowd. “The Dodge consumer is looking for value and distinctive styling, but also a very practical vehicle,” says Wheeler. “With Chrysler, it’s the same demo, but they want luxurious styling, so we use things like wood interiors, whereas Dodge would [look] more sporty. And when you take the 40- 60-year-old Jeep customer, they want a nice vehicle for the office, [that translates into] something outdoorsy on the weekend.” The advertising strives to speak to these distinctive needs.

Although boomers are mass media consumers, there are also discrepancies in media choices among the various sub-groups, says Wheeler. For example, the Chrysler driver is more inclined to tune into talk radio, attend theatre, and watch dramas, whereas a Charger driver would listen to classic rock, go to movies, and watch sitcoms.

Chrysler’s slice-and-dice approach appears to be working: In February, the Chrysler 300,

Dodge Charger and Dodge Magnum brands combined to achieve a record high sales month with 30, 241 total units sold. (In February '05, those numbers were 17,913.) And Jeep brand sales were 11% higher in February '06 versus '05.

Like DaimlerChrysler, Toronto-based retail chain Tabi has clued into the fact that not all females over 45 are cut from the same cloth. The retailer, which sells classics, has broken its broad 45-to-65 demo into several personality cohorts, each of which it attempts to address through merchandising efforts.

"We do a walk through the store and say: 'Could so-and-so shop here?'" explains director of marketing Arlene Lebovic. "The woman in her 40s, for instance, would be a working career mom with a busy lifestyle, so we would think about what kinds of things she would wear, and how she would wear them. Another group might be more free spirited and prefer cottons and layering pieces."

This focus on personality and lifestyle is reflected in Tabi's advertising as well, which mainly consists of DM. The chain also recently launched a contest and print campaign to find the new face of 40+. (See "Behind the idea.") Patrons seem pleased with the new merchandising program. Lebovic reports that 75% of customers surveyed like the styling – and not one participant said they felt alienated. And when it comes to the retailer's database, active numbers are up by 20%.

It just goes to show that if you take the time to truly get to know boomers, they'll open their wallets. After all, as Mason says, "people over 50 don't stop drinking Coke and buying jeans, and all of a sudden start only buying hemorrhoid cream." ■

Behind the idea

The Face of Tabi

With competitors like The Gap and Reitmans (both of which are introducing new banners geared at boomer women) nipping at its heels, Tabi wanted to establish itself as a forerunner in the 40+ market, says director of marketing Arlene Lebovic. "While they're still kind of figuring it out, we've spent a couple of years [doing that] and [want to put] ourselves out there in a leadership position."

But, to do so, the Toronto-based retailer needed a new campaign that would stand out like a Betsey Johnson concoction at a Bay Street function. The answer came during focus groups that tested consumer reaction to a breast cancer campaign featuring a marine-biologist-cum-model.

"She was probably one of the faces most people could identify with, because although she was beautiful, she still had realness to her," says Lebovic. "Women said: 'We can all be the face of 40, because it's any woman in this room.' So we thought: 'Hmmm. They've been saying, I can't identify with 20-year-olds.'"

At the same time, the retailer realized that, while there are currently few players in the market – Northern Reflections and Cotton Ginny being main competitors – they all share the same twentysomething models. So it became clear that they needed a fresh face that reflected the audience more accurately.

Enter Tabi's first model search, which will give women the chance to become Tabi's Face of 40+. Three finalists will star in a photo shoot in *Canadian Living* magazine – as well as receive an all expenses paid weekend in Toronto and a \$500 Tabi wardrobe – while the grand prize champ will be signed to a national modeling contract for three Tabi promo campaigns. Says Lebovic: "We wanted new faces that our customers can identify with and who better than those people who shop at Tabi?" **LD**



Broadcasting Veteran to Lead Capital Networks' Digital Signage Sales



Appointment Strengthens Capital Networks' Growing Digital Signage Business

Capital Networks Limited, a leading provider of television broadcast and placed-based media solutions, is pleased to announce that Sean Delaney has been appointed Director of Sales, Digital Media for Canada. Delaney's key mandates will be to foster relationships with customers and authorized resellers, to increase Capital Networks' presence in industry segments including Convenience Stores, Grocery, Financial, Sports, Quick Serve Restaurant and various franchise operations, while driving overall growth in these crucial markets.

"Sean Delaney is well known by key industry contacts, and his appointment will have a positive impact on our digital signage and place based media business," said Bil Trainor, President of Capital Networks. "The addition of Sean to our team enables us to further leverage our comprehensive Audience™ solution in expanding markets."

Delaney comes to Capital Networks from successful twenty-five year tenure at CTV Television and Baton Broadcasting, where he was Vice-President, General Sales Manager, CTV Toronto. Delaney has an extensive track record in the broadcast industry including previous appointment as Vice President Sales, Glen Warren Broadcast Sales, a division of Baton Broadcasting Inc.

Sean Delaney can be contacted at

T: 905-946-1122 x 233

E: sdelaney@capitalnetworks.com

Capital Networks Limited is a privately held company based in Markham, Ontario, that markets the Audience™ solution worldwide. Audience™ is the superior visual communications platform: easily create, combine and manage video, graphics and animations along with real-time data streams including news, weather, sports, financial and event information.

Scent of a...

How big players like Samsung and Foot Locker are taking their brand identities to the next level

◀ By Annette Bourdeau ▶

Oh, how the sweet smell of warm apple pie cooling on the windowsill takes you back to grandma's house. Fresh popcorn aroma whisks you away to lazy afternoons at the movie theatre. And that rubbery new shoe smell reminds you of your very first pair of runners...and Foot Locker.

Foot Locker? Muscling into pleasant scent-triggered memories? It's true. Foot Locker Europe's agency, FHV BBDO approached New York-based International Flavors & Fragrances (IFF) to help them capture and bottle the "new shoe smell" to use in store, in press kits, and for promotional use like having associates walk around with scented blotters to engage passersby. "Foot Locker figured out there was such a strong connection between the new sneaker smell and the memory of the days of youth," explains Angello Kostandas, regional

marketing director, IFF Europe. And, the chain's new ad campaign centres on people's love of the new shoe smell; one print execution features a guy sniffing his new sneaker right out of the box.

"Scent is the new and last frontier of branding," says Alex Moskvina, VP of New York-based BrandEmotions, the internal brand development agency at IFF. "Fragrances speak to your desires, your deep-seated emotional needs and aspirations...[so] scent can



Above: Mmm, new Foot Locker shoe smell. Below: Now scent is part of the Samsung experience too

play a very powerful role in connecting to a brand."

Samsung is also wading into this new frontier. Its branding agency, New York-based Lippincott Mercer, worked with IFF to develop a signature scent to be used in Samsung's New York retail environment. The

ultimate goal is for all Samsung retail spaces to have the same, instantly recognizable scent. While Moskvina declines to specifically describe what the Samsung brandscent smells like, he will say that "it's a fairly sophisticated, complex fragrance."

"Scent is the only sense that is hard-wired to the brain.... You're reminded of memories. In the case of a brand, you'll be reminded of the brand," explains Moskvina. "We've done studies that show the presence of scent can pump up perceived value of brands."

IFF has the technology to insert scents into textiles, carpets, fabrics and even plastic, making it ideal for the hotel, airline, apparel and packaged goods categories. Moskvina points out that inserting a custom brandscent into fabrics could be one way for major apparel brands to deal with counterfeit issues. ■



CELL CASTS

Advertisers have been buzzing about how to tap into podcasts for well over a year. Now, the tools to enable just that are starting to emerge.

Los Angeles-based Pod2Mobile recently launched software that lets people transfer podcasts to their cellphones for free. While the podcast RSS feed is being converted to work on



the cell, the software is able to insert ads. Once the service is up and running, podcasters will be able to share the ad revenue based on number of hits, a la Google's AdSense.

"Ad agencies are interested because you can't just fling a podcast at someone – they're pulling it because they want it," explains Hal Bringman, Pod2Mobile co-founder. "Agencies have a lot of questions right now because we are so new. We're very open-minded about building customized packages."

The software works on most cells, as long as they have media players. "We built it for the most basic of handsets...[because] we want the biggest crowd possible," says Bringman.

Ads are currently limited to 15-20 seconds long, and Bringman says the ideal length to avoid annoying consumers is 10 seconds. Advertisers can build customized packages, and buy ad space on their choice of specific podcasts or podcast categories like entertainment, business and science. Advertisers can also buy random packages if they don't care which podcasts their ads make it into. Introductory package prices range from US\$300 to US\$600.

While at press time it was mostly smaller advertisers like online music store CD Baby that had signed on, Pod2Mobile was in talks with a major film studio interested in buying out every podcast category to promote a big upcoming release. **AB**




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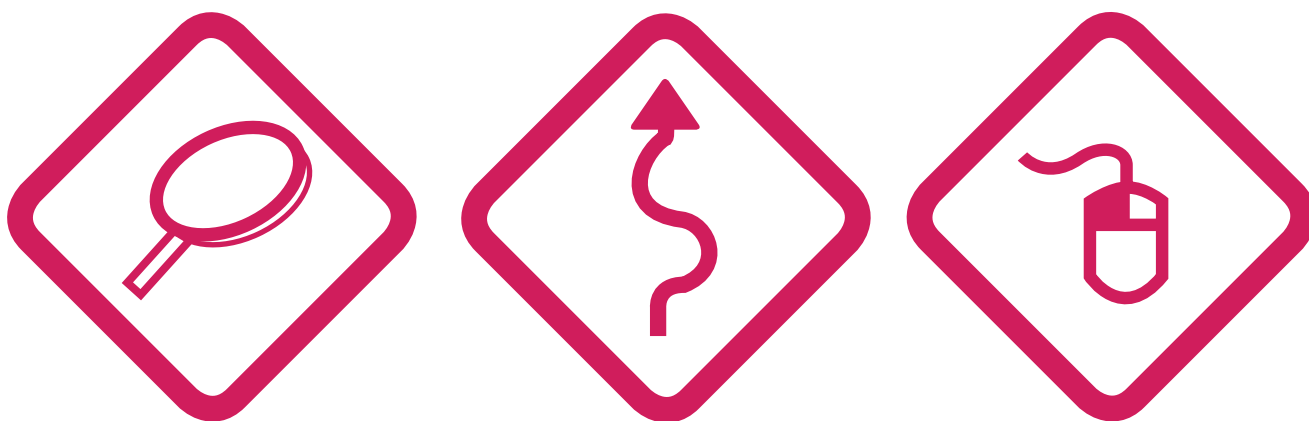
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TARGETING TRAFFIC: OPTIMIZING THE SEARCH

It's been called just-in-time marketing, and it's easy to see why. Search engine marketing (SEM) allows advertisers to capture prospects at that very ripe moment when they're considering a purchase and are open to suggestion. Add a high ROI to the blend, and it's no wonder that more and more advertisers are including it in their campaigns.

"For our 2004 Publisher Revenue survey, approximately 30% of online advertising revenues received by online publishers in Canada was from within the paid search category," says Paula Gignac, president of the Interactive Advertising Bureau of Canada. "I think that when we look at the actuals for 2005, we're going to find that paid search revenue may have increased to between 35% and 40% of revenue received."

With more than 19.1 million Canadians connected to the Internet, as cited by a 2005 Media Metrix Canada study, there are plenty of prospects out there just ripe for the picking. In fact, a 2005 Canada Benchmark survey shows that 79% of consumers use the Internet to learn about new products they've heard of, and 69% use it to research or actually purchase retail items online.

For their part, SEM experts have revved things up a notch. MSN, with the rollout of its new Microsoft adCenter, is bringing detailed demographics into the mix. Not only can marketers bid on key words in the traditional pay-per-click model that pairs search results with advertiser messages, they can also pinpoint their target audience by demographics.

Another hot area of development is the local search, which offers huge potential for small and medium businesses operating in a single neighbourhood, city or province. Google and Yahoo have already introduced local searches to their systems, while listings companies like Yellow Pages Group are regularly churning out enticing options to pull in more local business. They're certainly doing something right. For fiscal 2005, Yellow Pages Group reported online advertising revenue increases of 72%, adding up to \$36.7 million.

YELLOW PAGES™ ONLINE DIRECTORIES: THE LOCAL SEARCH

Dubbed everything from "sexy" to the "new black" by media pundits, the Yellow Pages directory is one of the hottest areas in advertising today, thanks in large part to an online component targeting the growing local search market.

With extensive Web presence – including sister pages like Canada411.ca and co-branded sites with search engine bigwigs like Yahoo – Yellow Pages Group offers strong online exposure to its mainly small and medium enterprise (SME) advertisers. For many, it may well be the only Web exposure they have.

"What we do is provide each individual merchant with Web presence," says Jean-Pascal Lion, vice president of electronic directories for Yellow Pages Group. "Our goal is to provide as much qualified traffic as possible to our advertisers."



To measure this traffic and boost conversion ratios, Yellow Pages Group offers a number of SME-friendly products, including a click-to-call button that allows users to place a free call to a business through the site. They just click on the button, enter their phone number and the call is put through. The system, powered by U.S.-based Ingenio, was introduced last August.

"Up till now, pay-for-performance usually has been pay-per-click. Very soon you will see more people evolving from pay-per-click to pay-per-call because the call is a more direct connection. It is closer to the

closed deal," says Lion. "And you can assume that the conversion ratio of the call is far superior to the conversion ratio of a click."

The Yellow Pages directory listings found on YellowPages.ca™ also provide icons for everything from driving directions to location maps. A fixed web page, with the advertiser's phone number as URL – the VWebNumber™ service – is another valuable perk for small businesses. And for an additional fee, a client can be listed on the HelloYellow™ service – a voice-activated, phone-based search system currently being tested in Toronto.

Unlike search services available on other sites, Yellow Pages Group works on a fixed-price system, with clients paying a premium for the top two online tiers. One is dedicated to national players and the other to local businesses. Listings are displayed on a rotation basis in each. A third tier, also for local businesses, is located at the bottom of the page.

While setting a fixed rate may fly in the face of traditional search marketing practices – which pretty much built their reputation on the ubiquitous pay-per-click bidding models – Lion argues that the fixed rate system works better for smaller businesses. "The bid environment is alright for national advertisers, but it is absolutely not suited to the average small and medium enterprise," he says. "They don't have time to go on their computer every day to see if their neighbour has outbid them or not."

Top tier clients can also access monthly reporting tools that provide a breakdown of their traffic figures, ultimately allowing them to determine cost per click if they want. And for the diehards set on getting their pay-per-click kick, Yellow Pages Group did a test run in Toronto last year, buying bundles of clicks with big search engines and reselling them for a fixed price to their own clients. It is currently assessing the results.



YELLOWPAGES.CA™: READING THE NUMBERS

If you are a national company that has purchased a top-tier position in a popular category chosen for this example on the YellowPages.ca™ web site, you could be averaging 3,255 direct measurable sales lead per month, says the company (results are confidential, and the category cannot be disclosed).

These aren't figures pulled out of a hat, but rather from a well developed tracking system that allows top tier ad clients to monitor user access of their online listing. "These clients have access, on a monthly basis, to a reporting tool that gives them traffic figures so they know how many times their listing has been shown and how many people clicked on one of the various icons associated with it," says Jean-Pascal Lion, vice president of electronic directories for Yellow Pages Group.

Phone calls can also be monitored and quantified — either by using a special temporary number or through a click-to-call feature. For the company's national clients advertising in this specific category, for example, which include most key national brands, an average of 560 calls, as registered on a temporary number dedicated to a sample of these advertisers, are made per month, as well as an additional 15 calls (a precise average of the whole universe) via the click-to-call feature.

The top tier slot on the YellowPages.ca site costs about \$18,000 annually, based on a set fee, and with a few mathematical calculations a company can determine the cost per lead. In the case of the category chosen for this case, related to the automobile world, it comes to about \$0.45. "(Clients) can associate the performance they are getting to the fixed payment they are paying us," says Lion. "More and more advertisers are looking to measure the performance."

Visit: www.YellowPages.ca

MSN: BRINGING IN DEMOGRAPHICS

Pay per click (PPC) may well be the industry standard for search engine marketing, but some players are

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upping the ante and MSN is one of them. By adding a demographic component to its new Microsoft adCenter platform, Microsoft is enabling marketers to target prospects with a whole lot more than just a keyword.

"Microsoft adCenter takes it to the next generation of search marketing by allowing an advertiser to really focus on things like age and gender," says Mike Sharma, director of sales and partnerships at MSN Canada. "It provides much richer behavioural and demographic profiling, which is ultimately where marketers want to be. They are looking to be able to reach the most relevant audience for their customers for their advertising dollars."

Some demographics, like geographic location, have already been incorporated into other search portals,

letting marketers specify which regions they want their ads to appear in. But allowing them to indicate specific target market details, such as age groups, lifestyle segments and time of day, brings a whole new spin to the playing field. If, for example, an advertiser wants its sponsored links to appear onscreen during a search for "florist" only when the word is searched by males between the ages of 18 and 25, it can specify that. "We use a robust series of technology applications that we have developed that allow us to do profiling or behavioural data calculations," says Sharma. "We are able to collect information using the

assets that we have, such as MSN Messenger or MSN Hotmail, where people are giving us profiling data."

For MSN, the goal is to boost clients' ROI potential by letting them fine-tune their online message to unprecedented levels. "When you do that kind of targeting, obviously you can provide a rich advertising message. And the more relevant it is, the more likely a user will respond to it," says Sharma. "Doing targeting based on demographics or geography, which some services already provide, allows you to then refine your target markets and ultimately your ROI."

Once the ads are up and running, clients get feedback outlining demographic profiles of users who click on their link, as well as information on when the links are



MORE THAN JUST A SEARCH

Offering an effective search tool is important for any search engine. But at MSN, it's equally important to present search options in different guises, such as the embedded search bar found in MSN Messenger.

"A search is not just about going to a search engine portal," says Mike Sharma, director of sales and partnerships at MSN Canada. "With our philosophy here at Microsoft, we incorporate search into many of our products."

It starts with MSN's home page. Unlike straightforward search engine sites, the page delivers a reader-friendly mix of news and information links, any of which can spark a user's curiosity to initiate a search in the toolbar up top, says Sharma. That same toolbar can also be downloaded as an icon onto a user's PC toolbar, readily accessed at a click when needed. It is also found on MSN Messenger, allowing users to share search results.

The company's newest techno-novelty, MSN Search Toolbox with Windows Desktop Search, enables users to take the search a step further by letting them search their entire PC. Incorporated into the Microsoft XP Windows interface, Desktop Search appears as an icon and can search anything on a PC system that can be tracked, including email messages, word files and photos.

With the eventual Canadian launch of Microsoft's new adCenter, marketers will be able to pump their ad dollars into search engine marketing on most of MSN's search options. And while this won't include advertising on the Windows Desktop Search service, it may be made available in the future.

Visit sympatico.msn.ca

being accessed. "It's not just about the quantity of clicks, but also I would say the quality of the clicks based on demographics, which is part of the differentiated offering that we are providing," points out Sharma.

Microsoft adCenter platform was launched to public access in Singapore last August and then in France in September. It is now being trialed on a beta basis in the United States, and is expected to be introduced to Canada and other G8 countries once the U.S. test run is completed.

Microsoft adCenter also marks Microsoft's first independent foray into the pay-per-click ad-bidding system, as its sponsored links are currently supplied by Yahoo's Overture Services.

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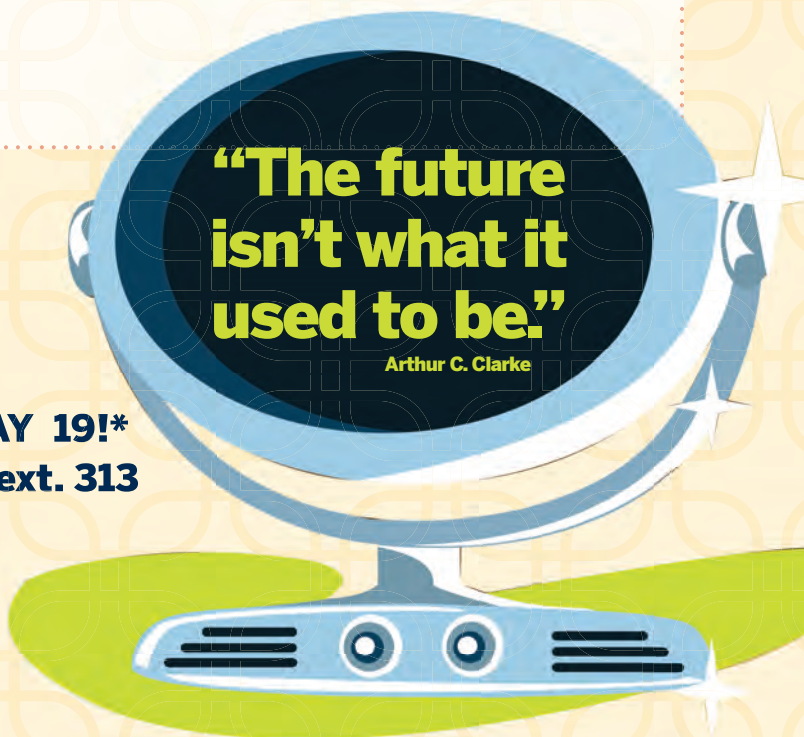
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◀ By Lisa D'Innocenzo ▶

The “whatever” generation is no longer. In its place? A bunch of teens who are ready to fight for what’s right. As you might imagine, they want brands to take a stand too. Here’s everything you need to know about youth – and the best ways to permeate their culture

THE RIGHT CONNECTION



Just when marketers thought they had youth all figured out, they’ve flip-flopped. The optimistic, exuberant teen that came of age in the mid-to-late ’90s has disappeared. Quite the antithesis, today’s youth are filled with trepidation (terrorism and all that), and at the same time, are much more passionate, courageous and determined to fight for what they want out of life. What this means is that many of the messages recently honed to reach youth have gone the way of the Ugg boots trend.

At least, that’s the main thrust of Chicago-based Energy BBDO’s GenWorld global teen study, which surveyed 3,322 teens aged 13-18 last summer. (See sidebar on page 48.)

“A lot of the advertising and marketing we saw that addressed youth in the past was all about ‘The sky’s the limit’ and communications were pretty mindless and frivolous,” says Chip Walker, director of account planning at the agency. “These were young people who didn’t seem to have a care in the world, who seemed to think that money was freeflowing and for whom stuff – buying it, wearing it, displaying brands – was an amusing diversion.”

Nowadays, kids are consumed with “brand me,” says Walker, who explains: “It’s figuring out my own true self... and I don’t want to substitute a label for [that].”

So what’s going to do it for them? In short, a meaningful connection. That means not only understanding youth culture but finding your place inside it, because posers aren’t

From top: Adidas plays on youth’s determination through empowerment with its “Impossible is Nothing” campaign; West 49’s Flow team, made up of local skaters, stars in its ads



their leisure.... They'll embrace you as long as you come in and embrace that culture. [But] you need to really support it."

Of course, that is best achieved when your brand actually has a genuine role to play. And that means giving up on trying to be all things to all people. BBDO's Walker calls it

religious lines. "I can be purple and glow in the dark, but if we listen to the same music, appreciate the same sports, like the same fashion, share lifestyle interests — that's a culture-driven connection," says Courtney Counts, cultural anthropologist and director of cross-cultural communication at Atlanta-based GTM Group, the agency behind the "truth" anti-smoking and Current TV grassroots

Diesel gets the nuance of the emotional tension these young people are up against, and they portray it in a likeable, fun way

"passion branding," which he defines as "when a brand tries to appeal to a certain group of people that believe in something, with the notion that others will come along for the ride."

And by the way, culture is no longer defined along racial, ethnic or

campaigns in the States. GTM also recently published a white paper called "Interactivism: How to reach a mass market when individual customization rules."

Brands "need to take an inside-out approach," says Counts. "Youth operate under a spirit of collective individuality, meaning

welcome; in other words, it definitely has to be a genuine association.

This is now more crucial than ever, because young people are increasingly inquisitive about what brands stand for, says Walker, who adds that their number-one concern is their own ability to navigate through life. So themes like empowerment resonate with the average 16-year-old. Walker points to Adidas as a marketer that gets it, with its "Impossible is Nothing" campaign. Also on his good list is denim brand Diesel's marketing efforts, in particular an instalment called "Action for Successful Living," which depicts a young woman who appears to be protesting. The copy reads: "If you want a successful life, you have to fight for it."

Adds Walker: "Diesel gets the nuance of the emotional tension these young people are up against, and they portray it in a likeable, fun way.... It's funny, in the background of this ad, there's a group of protestors and there's a guy with a sign that says 'Respect your mom.' Which is something else that's very true about this generation — they really love their mom."

But while empowerment is a message that resonates, what your brand does at street level is just as vital. "It used to be grass after mass, but now they're equally important points of entry to the youth sphere," points out Mike Farrell, partner and director of research and strategy at Toronto-based youth marketing consultancy Youthography. "Kids are looking for that now — they're open for business but it has to be on their own level, on their time, at

FIND A CAUSE

If you're actively pursuing youth, invest in cause marketing. Courtney Counts, cultural anthropologist and director of cross-cultural communication at Atlanta-based agency GTM Group, says it's imperative because teens feel their future is being mishandled, and they are looking for ways to correct that. As a result, he explains, they strive to associate with brands that are active in social causes.



"But also, it lets them know you care and that you appreciate them bringing their business to you," he adds.

Sony PlayStation is one brand that believes. In February it hosted a concert in Montreal, dubbed "Gaming for a good cause," which included bands Living Things, Mobile and Bedouin Soundclash. It cost 15 bucks to get in and every penny went to the Make a Wish Foundation of Quebec.

Matt Levitan, Canadian marketing and PR manager for PlayStation at Toronto-based Sony Computer Entertainment Canada, says a charitable stance resonates with today's youth, and that the company is currently looking at expanding the concert idea.

"What we found about today's youth in terms of studies and focus groups is that they are very active in causes, in terms of giving their time and efforts," he says. "I certainly think they would rather see a company doing something positive than not taking a position."

Another recent do-gooder campaign for PlayStation was the Campus Cup, which saw university-students exercise their thumbs for the chance to win \$6,000 towards their tuition. "We knew that if we could give away a grand prize that gamers would want, it would garner attention on campus," says Levitan. **LD**

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UNDERSTANDING TEENS

What are teens feeling and how can you deal? Chicago-based Energy BBDO's GenWorld study polled 3,322 youth from 13 countries (excluding Canada). Below is an outline of the main attitude, lifestyle and value shifts that emerged from the research, plus the main points you should take from them.

1. Zeitgeist: From optimism to determination in a dark world

FACTS: Unlike their happy-go-lucky predecessors, just 14% of global teens today say "I think the world is becoming a better place."

IMPLICATION: Start by fueling optimism. Today's teen appreciates being entertained, empowered and engaged.

2. Success: Entitlement to self-activism

FACTS: Being financially secure is a concern for 70% of teens globally. However, 78% disagree that money is more important than personal fulfilment in seeking a job. Instead, they crave balance and enjoyment in life.

IMPLICATIONS: Teens need to be approached with sophistication and sensitivity, not hype.

3. The vanguard of cool: From U.S.A. Teens to Creatives

FACTS: In the '90s, kids looked to their American peers for trends. Today's influencers are identified not by their country of origin, but rather their personal values. The new leading-edge group (about 30% of the teen population globally) are the Creatives – they are curious about the world, altruistic and receptive to new and innovative ideas. Only 9% of them value looking good, only 37% say they "like wearing brand logos" and the majority (64%) believe there is "too much advertising and marketing in the world."

IMPLICATIONS: Forget appealing to status. Instead, appeal to their desire for authenticity.

4. Wired teens: From elite to a mass market

FACTS: The Super Connectors – a group of tech-savvy, social-networking teens – has emerged.

IMPLICATIONS: To develop a relationship with teens, connect them with each other.

5. Global brand leaders: From American to world brands

FACTS: While American brands like McDonald's and Disney are still tops in brand awareness, their preference ratings have fallen. For instance, McD's is the second-highest recognized brand among teens, yet 32nd in preference, while Disney ranks ninth in awareness, and 23rd in preference.

IMPLICATIONS: Whispering, rather than shouting, louder than the competition is a better way to gain kids' respect.

6. Brands: From symbols of status to drivers of apathy

FACTS: Less than half of teens polled want to wear brand logos, and less than a third feel a person can be defined by the brands they use. In fact, 62% of teens are considered "apathetic" towards brands.

IMPLICATIONS: Be a brand that matters: have a cause, a mission, a difference-making purpose. **LD**

there is a desire to belong and feel accepted and part of a greater mass, but at the same time they want to reflect their individual spirit in doing so. People want you to speak to them in an individual voice, understand them as the person they are. Culture is a key building block, and an authentic embrace of it is critical."

That's certainly been skateboard retailer West 49's mantra. The brand was born 10 years ago, and is run by Sam Baio, who started skating himself in the early '70s. Since its launch, the retail chain has grown to 67 West 49 stores across Canada, and has recently acquired B.C.-based retailer Off

are other parts of the [12-16] age group – strong urban influences, rap influences – but we've really not specialized in that or tried to go after those kids, because it's not us, it's not who we are."

This has also meant turning down opportunities for short-term gain. For instance, Baio says West 49 could have made "hundreds of thousands of dollars" if it had capitalized on the scooter trend, but it stayed away from the fad because it "wasn't true to this specific group."

Adds director of marketing Cindy Mielke: "From a marketing perspective, kids just want brands to connect with them, and be



Solo Mobile's link to snowboarding starts with sponsorship of pro riders

the Wall and the Amnesia/Detox chains in Quebec. As a result, sales for the fourth quarter ended Jan. 28/06 increased 70.7% to \$50.7 million from \$29.7 million the previous year.

Baio, who believes there is still room to grow 20% to 30% in the Canadian market, says the key to success has been West 49's ability to stay true to its roots. "There

relevant and honest. That's a philosophy we stick by."

Indeed, West 49 gives to its community in a big way. The Burlington, Ont.-based retailer is involved in a number of grassroots initiatives. Along with sponsoring the West 49 Open, a pro event that attracted 15,000 attendees last year, it sponsors regional skateboarding events (20 to 30 in



Left and middle: Solo Mobile delves deep into snowboarding by supporting athletes and providing cash to train parks; Far right: Solo even has a branded lounge on the hills. The result of all these efforts? The kids say the brand "got it right"

the summer and 10 to 15 in winter) and a group of 150 amateur skateboarders, known as its Flow Team. Chosen by local store staff to ensure a community-minded approach, its members get discounts on gear and are offered the opportunity to meet – and sometimes tour with – pro athletes.

They also have the opportunity to enter exclusive contests. Recently, the skaters were invited to submit footage of themselves in action; the top 24 from across the country were selected to appear on a DVD, 80,000 units of which will be given out in June as a gift with purchase. The winners not only receive the exposure, but also a sponsorship for a year with a skateboard deck company.

Mielke also points to West 49's support of indie bands as an example of how the brand embraces the youth scene. In collaboration with MuchMusic, West 49 enables local bands to upload tunes to their website west49music.com,

We've seen so much bad advertising in snowboarding and so many brands try to do snowboarding and don't do it well... Solo Mobile got it right and they fit in

where they host a monthly band wars contest. After 10 months, the 10 winning groups square off against each other, and the champs get free studio time. The Web site receives 250,000 unique visitors and about 5,000 votes per month.

In total, the retailer spends about 40% of its marketing budget on grassroots initiatives, according to Baio, although even some of its mass advertising is used to promote such tactics. Due to all this effort, kids typically

pick West 49 as the number-one brand in customer surveys conducted by the retailer – ahead of brands like DC shoes, Quiksilver and Billabong. "Kids are very media savvy," says Mielke, "and they also appreciate when a brand gives back to what they're all about and tries to understand them, rather than sell to them."

The way to get to long-lasting results, in Baio's opinion? A lot of work and investment in long-term programs. "It's like a restaurant/bar – if you open up and you have lots of

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JOIN A COMMUNITY

"Squareeee!! i love you." "hey square...u kick ass!" These are actual messages on Wendy's' MySpace profile for Square, its box-shaped burger icon. Described as a 28-year-old male, the hairless mascot has 93, 212 friends linked to his site – and counting. Ok, so they aren't all friends – "I like messing with you square.... Go fuck your self!" was a recent message – but if you're going to tap into online communities, better to be honest about what you are, says Mike Farrell, partner/director of research and strategy at Youthography.

"We would caution any client that's getting involved in that space that they have to let [users] know their true identity or make it obvious to discover," he says. "Wendy's' site is a perfect example on MySpace...and it's doing gangbusters."

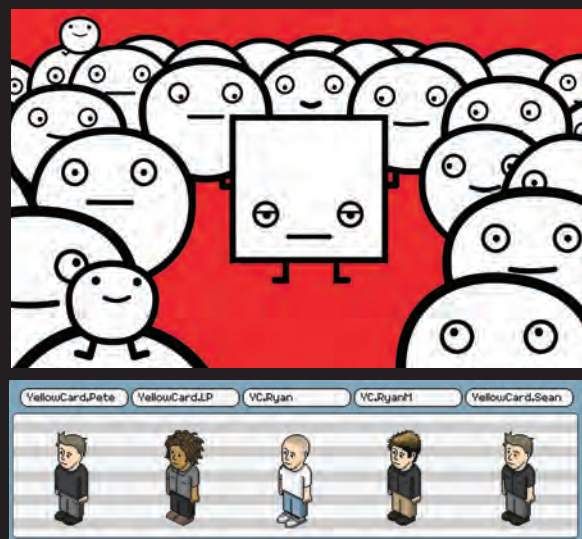
Axe is another brand that has effectively tapped into the popular MySpace network, with its Gamekillers campaign, based on the notion that there are characters in life that keep the target (18-24) from hooking up with girls. In Canada, components of the campaign have included picking up a US-produced Gamekillers reality television show, which aired April 22 on the Comedy Network, plus the addition of a comedy tour in Toronto, Montreal and Vancouver featuring Canadian comedian Ryan Belleville (it kicks off mid-May), and the creation

its category, and that "people in the target consider Axe to be one of the coolest brands in Canada."

Other Canuck brands have effectively interacted with teens in the Habbo Hotel, an online community developed by Toronto-based Sulake Canada, where teens create their own virtual characters. (The Hotel, aimed at teens 13-19, gets more than four million unique visitors a month.)

Most recently, Alliance Atlantis Motion Picture Distribution, in association with Sulake and CHUM Interactive, launched a contest on Habbo to promote the Antonio Banderas film *Take the Lead*. The four-week initiative saw a virtual disco renamed *Take The Lead Dance Hall*, where users could link to the film's Web site, and participate in a virtual dance competition. Ten finalist couples were selected by a crew of judges and squared off on April 5 in front of a live Habbo audience, an event that was broadcast live on a Habbo-run Internet radio show, The d'nD Power Hour.

EMI Music is another brand that has capitalized on the popularity of Habbo. In January, for instance, members of the band Yellowcard – and their virtual characters – checked into the Hotel's "Teen People Terrace," for a 45-minute interview. The chat was also broadcast on d'nD.



Top left and middle: Wendy's' loveable Square invades MySpace, as does the Axe Gamekillers campaign; Far right (top and bottom) and far left, bottom: Yellowcard band members hang with kids in the Habbo Hotel

of Gamekiller T-shirts, all of which are ways for the consumer "to experience the brand, and participate in the campaign rather than having a one-way conversation," says Baron Manett, VP of Toronto-based Segal Communications, the brand's promo agency.

David Allard, brand building manager for Axe at Unilever Canada, adds that the strategy has focused on engaging the audience. He points to last year's Axe U campaign, which involved the creation of an online community at axe.ca, as another example. "It's [about being] part of their lifestyle overall," he says, adding that the brand is number one in

"I looked at the numbers and Habbo Hotel is one of the largest online interactive tools that kids are on," says Iris Piko, digital media and marketing coordinator for the label. "If the kids are already there, it just made sense for us to tie in our artists and have that relationship – to connect the two."

In fact, during the show, more than 11,000 Habbos from Canada and the U.S. logged in, while Habbo Radio listeners reached server capacity at 4,000. And unique visitor exposure on both Canadian and U.S. sites during the proceeding weeks was over 1.7 million views. **LD**

sizzle, but no meat to it, you're going to be the hot new number, until there's another. Then you'll lose a lot of your business to the new hot new number. Kids are fickle, and we want them to believe in us...so we can interact with them in an honest way."

But some marketers say you don't have to be born and bred into a culture to make a connection, as long as your involvement is deep. Or at least that's what Solo Mobile is trying to prove on

Tricks of the trade: West 49's Baio stays true to skateboarding culture by avoiding popular influences that don't fit the brand – like rap



the snowboarding scene. With Youthography's help, the cellphone brand just wrapped a program which saw it sponsor a team of pro boarders, plus partner with a number of core brands, including DC, Spy and Option. It also sponsored a major snowboard event called Empire Shakedown at Mount Saint-Sauveur outside of Montreal, as well as snowboard terrain parks at Cypress (Vancouver), Calgary Olympic Park, and Mt. Saint Louis-Moonstone (Barrie, Ont.)

"The goal," says Jeff Roach, MD of youth marketing at

Kids are fickle, and we want them to believe in us...so we can interact with them in an honest way

Youthography, "was to be immersed in youth culture as much as possible." The campaign also included a microsite, which featured the pro athletes and had information about their 60-date tour. On that tour, a Solo Mobile Lounge was set up at the resorts, allowing

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kids to hang out, watch snowboard videos, and listen to music. There was also a contest, with a chance to win a trip to summer snowboard camp with a pal, not to mention secondary prizes involving free product from the sponsors.

In terms of mass, ads ran in mags like *Dose*, *Park & Pike*, and *Snowboard Canada*, starring the pro teen athletes “and focusing on how much [Solo] is supporting snowboarding,” says Roach. “We felt the right way to bring a telco into snowboarding was to tell snowboarders about how we support their culture – so to say: ‘Hey we sponsored these resorts, we gave some money to these train parks so they could put



in new features that you guys could ride all the time, we're supporting these great Canadian athletes.' That became the core of our program.”

Roach says media impressions, including print, radio and a promo spot on Musiqueplus, rung in at 24 million-plus. Plus, anecdotal feedback was strong. “The core comment from youth and snowboarders was that Solo Mobile got it right – ‘We’ve seen so much bad advertising in snowboarding and so many brands try to do snowboarding and don't do it well.... Solo Mobile got it right and they fit in.’ That’s one of the best comments we could have gotten.”

BBDO’s Walker suggests that brands that don’t have a passionate appeal as such, won’t last much longer. But getting there isn’t easy; in fact, it requires a shift in the way marketers think. “You weren’t taught this – you were taught: ‘How big is the market? How much money is there to be made? What do we have to do to get people to buy this? How much will we charge them? And what’s the least we can deliver while charging as much as we possibly can?’

“Today, we’ve added a new brand dimension where it’s: ‘Okay, brand team – what do you believe in? Do you deserve to stay in business? What is your difference-making purpose in this world?’ It’s almost like you have to do a bit of a brand encounter session, where you say: ‘Who’s running this brand and what do they believe in?’ If you can’t get there, it’s unlikely that you’re going to make an authentic connection.” ■

LET THEM CO-CREATE

At converse.com, you can design your own Chuck Taylor All-Star Slips and even submit a 24-second film defining what Converse means to you. This invitation to co-create is smart, because youth no longer wear brands as a badge of identity, according to BBDO Energy’s Chip Walker. “A brand is more an ingredient to your identity, than a substitute for coming up with your own identity,” he says. “A company that [allows you to] make your own shoe, that makes sense.”

Max Kalehoff, VP of marketing for New York-based Nielsen BuzzMetrics, which measures



Top: GTM’s live art experience for the TBS show *The Real Gilligan’s Island* allowed artists to design a billboard in NYC

Right: Converse lets consumers co-create 24-second films featuring the brand



consumer-generated media, gives kudos to brands like General Motors, which has bravely ventured into one-on-one conversations with its customers. In particular, he commends the GM Fastlane blog, where execs can communicate with visitors, as well as the recent decision to allow folks to create ads for the Pontiac Tahoe. The latter even led to some negative submissions from SUV activists, which the automaker took in stride. “The fact that they left the negative spoof ads increased their authenticity, and increased the engagement customers had with that brand. When you open up and enable that conversation, whether partly negative, it has credibility.”

Atlanta-based GTM Group’s cultural anthropologist Courtney Counts also believes in empowering the consumer. In fact, GTM did just that in a campaign last year for the TBS program *The Real Gilligan’s Island*.

Titled “How Do you Get Off?” and geared at 18-24s, the grassroots and guerrilla media campaign centred on the design and installation of a billboard on top of a building adjacent to the Brooklyn Bridge in NYC. Young local artists were invited to contribute to a live art experience, featuring mixed media of graffiti, paint and live appliques. GTM promoted the event through urban-oriented Web sites like giantstep.com.

But Counts sounds a note of caution for consumer-generated marketing, pointing out it’s how you put these campaigns together that matters most. “It can’t look like a ‘hopping on the bandwagon, anything we can do to make the sale,’ or a move of desperation based on the latest innovation. If it reeks of that in any way, it will have more failure than success.” **LD**



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WONDER WOMEN

◀ By Natalia Williams ▶

They've taken a risk by starting a company, grabbed the reins at an agency and steered it to greater success, or made ballsy marketing decisions that have transformed categories. This month, *strategy* highlights these can't-miss wonder women who are currently heading up big agencies and brands across the country. While this list is by no means exhaustive (it was culled together by consulting recent "power" lists and talking to heads of marketing associations as well as experts in the industry), it does serve as a strong representation of Canada's best, who, incidentally, are female, and amazingly, still manage to find time to give back to the community, industry and beyond.

CORPORATE



Annette Verschuren
president,
Home Depot Canada, Toronto

Just last month, Home Depot Canada flexed its big-box muscle when president Annette Verschuren announced plans to open an additional 18 stores by year's end, creating over 2,000 new jobs across the country. It's clearly a declaration to rumble in a home renovation war (the industry is booming and currently valued at \$28 billion in Canada), which has heated up this spring with the launch of splashy new campaigns from Canadian Tire and Rona and the announcement that another American reno chain, Lowe's, is preparing to enter Canada in 2007. No doubt Verschuren will be a fierce competitor.

Since 1996, she has led the expansion of the big-box brand into Canada. To date, there are 138 stores across the country and what started as a male renovation brand has morphed into a lifestyle, décor shop that is increasingly catering to women – and with terrific success (revenues were about \$5.5 billion last year). Before renovation, Verschuren had her hand in arts and crafts as president and co-owner of big-box chain, Michaels.

Beyond the boardroom:

- She sits on the board of the Canadian Council for Chief Executives.
- She is chair of Habitat for Humanity's National President's Council, in addition to the Canadian Corporate Council on Volunteerism.

Sylvia Vogel
founder/CEO, Canderma Pharma,
St. Laurent, Que.

Before at-home skin procedures and formulations, once only available through a dermatologist, got trendy there was Sylvia Vogel and Canderma Pharma. Now that cosmeceuticals such as microdermabrasion are hot, the 46-year-old company that Vogel started in the basement of her home, and probably best known for its NeoStrata line of products, has been named to *Profit* magazine's list of fastest-growing companies in the country. Last year, she also ranked number 18 on the magazine's list of the top 100 women entrepreneurs.



Beyond the boardroom:

- She's devoted her time to helping the Jewish community in Quebec and beyond. She's VP of Friends of Hebrew University.
- She's a member of the Executive Advisory Committee of Hope & Cope, a member of the Jewish Education Program and of the Research Governors Society of the Jewish General Hospital.

CORPORATE (cont.)
Dominique De Celles
VP/GM, L'Oréal Paris, Montreal

She's risen to the top at the biggest beauty brand in the business overseeing L'Oréal Paris, the largest division of Montreal-based L'Oréal Canada. Sunni Boot, president of Zenith Optimedia, which has L'Oréal as a client, says: "She's one of the top five leaders in the country when it comes to packaged goods."

With most of the creative coming from outside of Canada, De Celles has been forced to get innovative to ensure that the brand stands out, and her marketing savvy shows. Some of her biggest coups have been the lucrative tie-in between the brand and ratings dominator *Canadian Idol* and landing L'Oréal as the title sponsor of L'Oréal Fashion Week every spring and fall in Toronto. A slew of Marketer of the Year and Woman of the Year titles have come in recent years, including from the Marketing Association of Montreal and Montreal Chamber of Commerce.

Beyond the boardroom:

- De Celles is very active in Look Good... Feel Better, a program that helps give self-esteem back to women with cancer. She was its co-chair last year.

Christi Strauss
president, General Mills Canada, Toronto

Strauss started her rise to president when she joined the packaged goods company in 1986. Ten years later she was SVP, marketing. Today, as president, she oversees one of the largest companies in Canada with brands that include Betty Crocker, Green Giant and Old El Paso. She's credited with overseeing a rather smooth merger between Pillsbury and General Mills here in Canada, when the brand was bought globally in 2001.


Beyond the boardroom:

- She serves on the executive committee of Food & Consumer Product Manufacturers of Canada and chairs the Canadian Food Information Council.
- She is on the board of Toronto-based office-furniture company Teknion and The Stratford Festival as well as chairs the Ontario Chapter of the Young Presidents' Organization, and the United Way of Peel.


Teresa Cascioli
chair/CEO, Lakeport Brewing, Hamilton

In 1999, Teresa Cascioli took the reins at the Hamilton-based brewery and managed it out of bankruptcy protection. Today, Lakeport has taken on the big boys: it is the third-largest brewer in the province and continues to build on its profits, with gross revenues that rose 51% in its fourth quarter, to \$32.6 million from \$21.6 million a year earlier. The company's success is due in part to its aggressive "24 for \$24" pricing strategy, and has vaulted Cascioli, who once worked as the City of Hamilton's manager of finance, into one of the top businesswomen in the country.

Recognition, of course, has followed. Her awards include nods by *Profit* and *Chatelaine* magazines as a top female entrepreneur. In 2004, Cascioli was named Entrepreneur of the Year by Ernst & Young LLP in the Turnaround Category and in 2005 the Canadian Professional Sales Association inducted her into the Sales Hall of Fame. Just in March, she was the keynote speaker at the HSBC Women of Influence Luncheon Series, hailed as a "maverick in the competitive environment of the Canadian beer industry."

Q:

WHO HAS THE TOP
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Transcontinental



Lynn Chambers

Francine Tremblay, Senior Vice-President, Consumer Publications, is pleased to announce that Lynn Chambers has joined the Transcontinental Media team, taking on the responsibilities of Group Publisher for Canadian Living and Homemakers.

In her new role, Ms. Chambers will oversee the Canadian Living and Homemakers franchises, managing the brands in terms of developing strategy, pursuing new business opportunities and overseeing the editorial direction of the magazines.

Ms. Chambers brings to Transcontinental more than 20 years of sales and marketing experience in the health care, consumer packaged goods, not-for-profit, retail and publishing industries. She was most recently the Publisher of BELLE and Living Spree, two custom published fashion, beauty and home décor magazines produced for Hbc. She previously held senior marketing positions at several of Canada's leading brands, most notably Clinique Cosmetics, Jamieson Vitamins and the Canadian Cancer Society.

With more than 30 years of history, Canadian Living leads the women's service marketplace in readership, advertising support and newsstand sales. Transcontinental is the country's leading consumer magazine publisher, second-largest community newspaper publisher and the largest printer in Canada and seventh largest in North America.

**Canadian
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homemakers

LISTED **WOMEN**

MARKETERS



Stephanie Bleau

VP marketing, Reitmans, Montreal

Stephanie Bleau's bold decision to do mass marketing and introduce an ad agency to an already successful company was ballsy. But it worked.

Thanks to the "Designed for Real Life" campaign, which throws off typical fashion advertising convention by actually showing real women, Reitmans continues to enjoy increased same-store sales (for the nine months ending October 31/05 they were up 2.4%) and is even launching a new chain of stores, Caissis, aimed at boomers, which Bleau is also now behind.

Before Reitmans there was In Wear, a maker of a high-end line of women's clothing based in Denmark where she spent nine years, eventually working her way to the top spot as GM of the company's Canadian division.

Barb Mason

EVP, marketing, sales & service, Scotiabank, Toronto

When Barb Mason took over the top post at the bank, its marketing efforts essentially consisted of posters and print brochures. Today, Scotiabank's "Richer than you think" series of ads and services have helped redefine how banks reach out to their clients while offering financial services tailor-made to people's lifestyles.

And that brand personality is being extended into the sponsorship realm. In March, the bank signed on as title sponsor of Toronto's Nuit Blanche, an idea born in Paris that will turn the streets of the city into an all-night exploration of art, exhibitions and performances on the weekend of Sept. 30. The Scotiabank Giller Prize is another of its key sponsorship efforts.

Within the bank she's also creating a better experience, helping to introduce its employee recognition program, Applause.



Beyond the boardroom:

- She's a board member with the Toronto Board of Trade and Toronto's Ronald McDonald House.



Cathy Whelan Molloy

VP, brand marketing and merchandising, The TDL Group (operators of Tim Hortons), Oakville

Could coffee get any hotter? The recent IPO of the Tim Hortons brand stirred what seemed like a media and consumer maelstrom, offering Canadians a chance to own a piece of the beloved brand. Part of the company's undeniable success, which

sees it outperforming, yes, McDonald's, can be credited to Cathy Whelan Molly, who since 2000 has been responsible for the brand's complete creative and strategic brand vision across all consumer touchpoints. She's also behind the development of the growing retail merchandising category of the chain. Whelan Molly has also sat on the other side of the brand, spending several years at agency Enterprise Creative Selling, which still continues to churn out Tim's folksy and highly successful creative.



Nicole Dubé **marketing director, la Fédération des producteurs de lait du Québec, Longueuil, Que.**

Milk has done Nicole Dubé good. Since joining la Fédération des producteurs de lait du Québec in 1984, she has racked up an impressive list of honours and awards for challenging how milk should be marketed. She has taken a mass approach to marketing the product – including, for example, partnering with young artists to create CDs – and in the end has proved it's possible to

turn a commodity into a sophisticated brand. It's a vision that's earned her the title of Quebec's top marketer twice, in 1992 and 2001 from the Association Marketing de Montréal.

Before milk, Dubé helped launch pay TV in Quebec with Premier Choix, and had stints in marketing at some of the province's best-known brands, including Jean Coutu and Pharmaprix.

Beyond the boardroom:

• She is past president of the Publicité Club de Montréal and is currently a mentor of the Association de agences des publicité du Québec.

David Droga Creative Chairman Drogaive and Film and Press Jury President



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LISTED **WOMEN**

AGENCY



Sunni Boot
 president/CEO, ZenithOptimedia,
 Toronto

Media maven Sunni Boot continues to make her mark in advertising and beyond. In 2005, she joked "I never acknowledge my years in the industry," when named *strategy's* Media Director of the Year... again. But time and a preference for 12-hour-plus days have certainly been good to her. She's behind some of the savviest media executions, including what is all but total domination of Toronto's Dundas Square for L'Oréal. It was in 1998 that she integrated the Optimedia franchise she helped found into the Publicis network. And today, Zenith's list of clients continues to impress, with Nestlé, L'Oréal, General Mills and Wal-Mart among the lot.

Beyond the boardroom:

- She's a board member of BBM and NADbank and has held top positions with Concerned Children's Advertisers.
- She's currently chair of the National Advertising Benevolent Society.



Trish Wheaton
 president, Wunderman, Toronto

Recently, Wunderman won the direct and interactive business from communications Goliath Rogers. It's yet another addition to Trish Wheaton's long list of achievements. President since 1998, many credit her with managing the agency's impressive growth (it has tripled in size) and reputation: turning Wunderman from a one-trick agency into an increasingly integrated one, with a client list that, in addition to Rogers, now includes the Canadian Royal Mint, Canada Post, Kraft and Microsoft.

Beyond the boardroom:

- Once upon a time, Wheaton (an American) was a U.S. Peace Corp Volunteer in Kenya. Today, she's been board chair of the Canadian Marketing Association and has emceed the Canadian Marketing Association Awards for the past 11 years.



Karen Nayler

MD, MindShare, Toronto

New office space, more than a dozen new hires, and some impressive client wins like Ikea, Kellogg and Estée Lauder. Under Karen Nayler's leadership, five-year-old media agency MindShare is enjoying a bountiful moment in time. The agency has enjoyed steady annual growth since its launch (a merger between the Ogilvy and JWT media departments). In November 2005, RECMA, a group that monitors

the media agency industry, estimated MindShare achieved a 14% billing growth 2005 versus 2004, one of the highest among media agencies and well above the market.

Not surprising considering Nayler, during 25 years at JWT, where she also launched her career, managed the media operations of the agency's Vancouver and Toronto locations, eventually becoming deputy GM in 1993. In 2000, it was on to new challenges at MindShare, working with the Canadian WPP agencies and the global network to orchestrate the launch into Canada. And it's paid off. Last year, among other coups, the agency won a silver ranking in *strategy's* Media Agency of the Year competition – its best showing to date.

Beyond the boardroom:

- She's held senior positions on NADbank and the Vancouver Media Directors Council. Currently, she's an active member of the Board of Directors for the Canadian Media Directors Council, BBM and NABS.



Jo-Ann McArthur

president & COO, pigeon* branding + design, Oakville

No stranger to big brands and leadership positions, since late last year Jo-Ann McArthur has been the president of design firm pigeon. Her mandate? Quite simply to grow the business and profile of the agency. She likely will. At Molson Coors, where she was president of Molson Sports and Entertainment for five years, she was behind "SARS Fest," which wooed the Rolling Stones to

Canada in an attempt to re-image Toronto following the breakout of the virus, and led the Molson Indy to its first increase in public ticket sales in over four years, with sales up 13%. The resume of her work experience reads like a who's who of big-name brands, including P&G, Chesebrough-Ponds and Rothmans, Benson & Hedges.

Beyond the boardroom:

- She helped found the Sponsorship Marketing Council of Canada, and continues to serve as its chair. She also sits on the board of the Empire Club of Canada.



Matis Palm-Jensen CEO Farfar and Cyber Lions President

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AGENCY (cont.)



Dawna Henderson
president/managing partner,
henderson bas, Toronto

As a woman in the digital realm, Dawna Henderson is certainly a pioneer. But she's also a pioneer, period, founding one of the first digital marketing agencies in the country back in 1999.

In recent months, the agency has hired 11 new staff members, is expanding its data analytics practice and media planning and buying business, and has landed some impressive new clients, including Capital One, Virgin Mobile, and Loblaw. Its growth

over 2004 (for fiscal 2005) was about 22%.

Interestingly, Henderson's career began in news as a photo editor for Associated/Canadian Press. From there, she entered into video production, then eventually her first agency, Ogilvy & Mather, as an account manager.

Beyond the boardroom:

- She sits on the Curriculum Committee of New Media at Sheridan College as well as the Mobile Film Festival.



Suzanne Sauvage
president, Cossette Communication
Group, Toronto

Last year Suzanne Sauvage was promoted to president of Cossette Canada, the first woman to hold the position. Cossette is Canada's largest ad agency op, with full regional representation across the country – 1,100 employees from coast to coast. Across Cossette, billings for 2005 totalled \$685 million (includes international numbers from U.S., U.K. and Shanghai).

Sauvage took the top spot after running the Montreal office for three years, prior to which she was SVP, national client leader of the agency's big Bell Canada account. It's all part of a steady climb for the native Montrealer with the cosmopolitan background. She graduated with a B.A. in fine arts from the University of Montreal, studied in Madrid and Geneva, then did a one-year stint working with the Canadian International Development Agency in Niger. Returning to Canada, she began a 15 year-stretch at PR agency Burson-Marsteller, eventually becoming EVP of all of Europe, based in Paris. Sauvage is described as a strong and inspirational leader, and staffers peg her cosmopolitan attitude, diverse background as key to her openness to experimentation.

Beyond the boardroom:

- Her fine arts background lives: Sauvage sits on the board of the Fondation du Grand Montréal, the Orchestre Métropolitain du Grand Montréal and the Centre international d'art contemporain, to name a few.



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Marti Barletta
Founder, CEO, Author




Nancy Vonk/Janet Kestin
co-CCOs, Ogilvy & Mather, Toronto

Award-winning creative team Nancy Vonk and Janet Kestin were practically iconic in Canada, sporting the tag-team name Jancy. Then came Dove. Their highly successful Canadian contribution to the global campaign is now a case at Harvard's Business School and the creative is part of the permanent collection at the Royal Ontario Museum. They first paired up in 1991, but before meeting shared similar paths, with stints at agencies such as Y&R and Leo Burnett. Today, they lead Ogilvy's creative department. In 2005, they published a book: *Pick Me: Breaking into Advertising and Staying There*, based on their online column on ihaveanidea.org column, proving an ongoing passion for mentoring.



Andrea Southcott
president, TBWA\Vancouver

That winning bid for the 2010 Winter Olympics? Andrea Southcott's agency was behind it, involved in all aspects of creating the brand. It's part of the "regional niche" that the agency has managed to create with Southcott at the helm. She's been president since 2001 and has led the shop to attract some of the province's big marketers including the British Columbia Lottery Corporation and Vancity. Recently, the agency

also scored 1-800-GOT-JUNK as a client and will handle all of its North American media planning and buying. Interestingly, TBWA\ boasts Asian and South Asian marketing as one of its service offerings, smart, considering it is the province's largest ethnic population.

When asked what remains the biggest challenge to women in business when awarded a finalist ranking in the Influential Women in Business in 2004, Southcott responded: "Making awards and associations like the Influential Women in Business irrelevant because women have achieved true equality."

Beyond the boardroom:

- She currently sits on the Board of Governors of B.C.'s Children's Hospital and the Faculty Advisory Board for the Sauder School of Business at UBC.
- She is also the first female chapter chair of the BC Chapter of the Young President's Organization and past president of the Advertising Agency Association of B.C.



Brigitte Mittelhammer
president, TAM-TAM\TBWA, Montreal

On the other side of the country, Brigitte Mittelhammer's reign has been equally impressive. It's been said that her clients sum her up "in two words: no bullshit." Her passion is big ideas and it's her mission to inspire them.

Says Philip George, managing director of TBWA\Toronto: "From the beginning, Brigitte and her team

have embraced the potential of challenging the status quo and developing category-leading ideas." It's a philosophy that in recent years she's applied to some of the agency's key clients, which include Nissan, Petro-Canada and Danone and resulted in some key wins like Boston Pizza, W Hotel's first Canadian property and Petro-Canada. Her dedication to passion and inspiration have also allowed the agency to achieve what she says is one of the lowest employee turnover rates in the industry.

Beyond the boardroom:

- She is an active member of the Association of Quebec Advertising Agencies, and serves on the Board of the Marie-Vincent Foundation, a non-profit organization fighting abuse and violence against children.

Lor Gold Executive Vice President Draft Chicago and Promo Lions President



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AGENCY (cont.)



Christine Ross founder, Spider Marketing Solutions, Toronto

Christine Ross may just be the Queen of Promotions. Ross has put her mark in that area of the industry over the last year, both as the head of growing new agency Spider and within the community itself.

With a work background that has spanned 20 years, stints have included the director of customer marketing at CTV, where she launched its promotional marketing group and SVP at agency Marketing Drive.

In 2004, she opened Toronto-based promotional agency Spider, which, following an injection of funds, has made several senior hires recently. The clients have come as well, including the Ontario Lottery and Gaming Corporation, Kraft, Starbucks and most recently, Planter's Peanuts.

Beyond the boardroom:

- She's a founding member of the Promotion Marketing Association Toronto Chapter and is currently executive director of the Canadian Association of Promotional Marketing Agencies.

Elsbeth Lynn and Lorraine Tao partners/co-CDs, Zig, Toronto

Elsbeth Lynn and Lorraine Tao have been called creatives with "post-feminist sensibilities." It's no wonder when you consider their category-breaking Lions Grand Prix runner up win for Vim called "Prison Visitor" in 2004, which showed a woman "imprisoned" by cleaning. Years previous, their ads for Special K helped revolutionize how marketers reach out to women by actually encouraging women to feel good about their bodies, and before that, they were garnering raves for "Stuck," their panty-parade campaign for Fruit of the Loom, which



broke the mould by choosing to advertise women's underwear – to women.

In 1997, while still at Leo Burnett, *Maclean's* magazine included the tag-team on its "100 Canadians to Watch list." A couple of years later they would form their own agency, Toronto-based Zig, with Andy Macaulay, with clients that include Ikea, Molson and Unilever. Earlier this year the agency snagged Virgin Mobile as well.

Paulette Arsenault, EVP/CD/senior partner, PALM Arnold, Montreal

A well-known figure on the Quebec ad scene, Paulette Arsenault was one of the founding partners of PALM Publicité Marketing, which opened its doors in 1986. (Other founders were Yvon Paquette, Pierre Mercier et René Leclerc). Before selling a majority stake to Arnold Worldwide in March 2005, it was the sixth largest agency in the province. Today, the agency boasts Passat, Jetta and skincare line RoC as some of its key clients.



Arsenault has judged many of the country's top award shows, including the Bessies and the Publicité Club de Montréal. She's also been a member of the Cannes Canada board and judged the film category of the competition in 2002.

Judy John SVP/managing partner/CCO, Leo Burnett, Toronto

Day-to-day, Judy John leads a crew of 40 assorted creatives, production and studio types in Toronto, and on the virtual front, also works closely with deputy CCO Leo B Worldwide, Mark Tuttsel, on global initiatives. John helmed the recent global Samsung



Olympics campaign, and was also CD for the LeoBurnett.ca website, working in collaboration with Arc Worldwide, the results of which have been adopted globally.

John was the first CD to develop a program outside the commercial vein for nurturing the creative spark, in the form of the Leo Indie short film fest, an effort which earned her a *Fast Company* interview. She's now instigated Inspire Me, an initiative that has the agency's creative team take the rest of the department to an activity outside the realm of advertising, to help generate ideas. John has worked at some of the country's top agencies including TAXI, BBDO and Chiat\Day. She's judged at all of the national award shows, and walked home with much of the hardware herself.

MEDIA



Susanne Boyce
**president of programming/
chair of the CTV Media
Group, Toronto**

Noticed MTV Canada? Susanne Boyce was part of the team responsible for bringing it to Canada, a feat she's particularly proud of. But Boyce has much, much more to brag about. In recent years, CTV has been unstoppable. As president of programming since 2001, Boyce made the channel all but unbeatable in the ratings war lining up winning shows such as *Canadian Idol*, *Corner Gas* and

tapping into American fare such as the *CSI* franchise. *Strategy's* sister publication *Playback* named her its Person of the Year in 2005.

She joined CTV in 1995 as director of production and development and was SVP programming from 1997 to 2001, after which she assumed her current post.



Susan Ross
**EVP/GM of Specialty
Television, Corus
Entertainment, Toronto**

Susan Ross knows kids. She was an original member of YTV's management team responsible for building the brand as VP, marketing. Today, as the head of specialty television, her audience reach has become significantly older, with W Network, CMT and Discovery Channel some of the channels added to her portfolio, but she continues to have the Midas touch. Specialty ad growth numbers were

up 12% and subscriber growth up 11%, according to numbers released by the company in April.

Some of Ross' previous career highlights include launching YTV's web site, which today boasts over 9 million page views each week, and its annual survey, the YTV Tween Report. Later, she led the North American launch of Treehouse TV, the first channel dedicated to preschoolers in 1997 when she was VP, GM, of children's television. Naturally, she's gained recognition over the years: in 2004 she was honoured with Canadian Women in Communications' Woman of the Year award.

Beyond the boardroom:

- Ross serves on the Board of the Alliance for Children and Television and Concerned Children's Advertisers.
- She's also a member of Cable in the Classroom and the Canadian Television Fund.

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◀ By Will Novosedlik ▶

Keeping the promise

The catchphrase “brand experience” has taken on many meanings, depending on what you do for a living. To marketers, event planners and promoters, it means “experiential marketing.” To management consultants, it means “customer experience.” To brand consultants, it can mean both – and more.

What it really means is brand operationalization, and that’s the approach we took for *strategy*’s conference on brand experience on March 30. It includes using the brand as a means of focusing and aligning organizational behaviour in order to deliver a consistent customer experience across touchpoints. It means using the brand promise to guide experience design and measurement. It can even mean changing the organizational structure to facilitate and sustain effective execution of those brand experiences.

Because many of those things fall outside the traditional responsibility of the marketing department, marketers need to think about how to leverage their knowledge and expertise to champion the brand across the value chain.

Customer insights should give them the support they need to demonstrate to the rest of their organizations that brand can be used for a lot more than advertising.

If sheer interest in the conference was any indication – attendees were from many of Canada’s and some of the world’s leading brands – then marketers are visibly looking for ways to do this.

Our keynote, and *strategy*’s Marketer of the Year, Sean Durfy of WestJet, shared how internal culture and employee engagement can drive brand loyalty and achieve remarkable financial results. The very successful “I am a WestJet owner” campaign did not air until it had the support of the employees themselves. This is a



From left: WestJet's Sean Durfy, VIA Rail's Keith Moulton, and Marriott Hotels' Scott Allison

Customer insights should give [marketers] the support they need to demonstrate to the rest of their organizations that brand can be used for a lot more than advertising

wonderful example of what can happen when employees are empowered – and motivated – to care about what the advertising has to say. People in that company don’t just own shares – they all own the customer too. The ROI on that? Thirty-one consecutive quarters of profitability.

VIA Rail’s Keith Moulton explained how his company changed the org chart, from the top down, in order to deliver an improved customer experience. New roles in the c-suite, like chief people officer and chief customer officer, made it clear who was responsible for that experience and who was responsible for delivering it. The interesting thing is that Moulton, as director of marketing communications, plays a principal role in sustaining the success of the re-org.

Meanwhile, Scott Allison of Marriott Hotels of Canada shared how his company’s relentless focus on the stuff that really counts for customers helps bring the brand to life in hotels across the continent. His aim was to raise the bar on how customers felt about Marriott from “like” to “love.” One big contributor to that feeling is the quality of the bed. The success of the brand experience, therefore, depended on the success of

swapping out every bed across the huge Marriott network. Here is where brand meets logistics, procurement, and maintenance – a truly cross-functional branding exercise.

All in all, we heard marketers speaking out about how, in their efforts to create a truly differentiated brand, they focused on how well the actual customer experience supported the brand promise. Here the marketing department suddenly takes on a leadership role within the organization, and can act with authority when supported by a clear understanding of what customers want, what they don’t get from the competition, and how well the organization is equipped to deliver it.

If you’re a marketer, the knowledge you have about your customer can be used to drive competitive strategy well beyond messaging and deep into execution. So what are you waiting for? Take that knowledge and use it.

Will Novosedlik is a founding partner of Toronto-based Chemistry, a company that formulates brand strategy and links it to internal engagement and customer experience. He was co-MC of strategy’s Brand Experience conference, a job he shared with his partner Susan McGibbon.

CORRECTION

In “The great outdoor,” (*strategy*, April 2006), the word “week” was omitted. The sentence should have read: “The study by Toronto’s Starch Research, completed in December 2005, showed...of those aware of the medium, 72% have seen video boards in the past week.”



◀ By John Bradley ▶

Are the boomers really a boom market?

At long last the Canadian marketing world seems to be waking up to the notion of targeting the segment that contains the highest number of people with the largest amounts of disposable income – boomers. And being of 1957 vintage, I actually qualify as one of the target market; a fact attested to by my noticing that there is barely an ad on TV these days that doesn't feature some anthem or other from the days of my youth. But why did it take so long? After all, boomers are hardly a new phenomenon; we've been



Can't get them to leave home? You may not be alone

appearing on demographic charts since the 1950s and have (allegedly) been redefining the previously accepted notions of growing old our entire lives.

Maybe the problem is that we have never been cool, as anyone who ever worked for me or with me can readily confirm. It has always been more fun to market to teens: There is a licence to be "edgy," and teens being brand promiscuous enables spectacular sales results should one get the mix just right. But the downside is that, even if you get them, they don't stay with you for long, and of course, they have hardly any money anyway. So finally

the penny has dropped and we boomers find ourselves in the marketing crosshairs.

But while we may be numerous and cash-rich, the Gen Xers and Yers who populate today's marketing departments and creative departments respectively may struggle in emptying our wallets. While boomers might seem quite simple to market to on the surface – for example, my choice of leisure clothing seems remarkably similar to when I was 16, much to the chagrin of Levis and Nike who would still like to appeal to teens – I fear that marketers are in danger of missing the mark because quite simply they will misunderstand the boomer mentality.

While brands like Harley-Davidson are only alive today through boomer nostalgia, and one never sees an open-topped sports car being driven by someone under the age of 50, marketers can no longer assume that all they have to do is give us opportunities to

The source of this new-found angst is twofold. Past generations in their late 40s to early 50s had the luxury of guaranteed employment until retirement day, when the company pension would kick in and amply cover the twilight years. Contrast that with the boomers, who know full well they have zero chance of making it to pension day without being down-sized, and that the self-same bastards who fire them are more than likely to have looted the fund in the meantime.

And to add to worries about the income line, the expenditure line can be guaranteed to be in the stratosphere. While our parents at this age would more than likely only have had themselves to worry about, thanks to the miracles of medical science, we are the first generation to have to face the financial implications of how to care appropriately for our aging and ailing parents, perhaps for decades, while simultaneously carrying the

Forget about helping them cling onto their younger selves, and think how you can help their older selves stop worrying about ending up in the workhouse

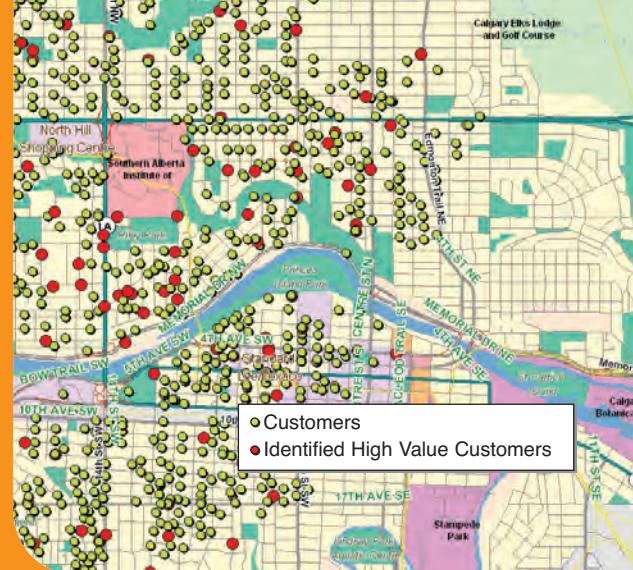
prove that we are not getting old. Slapping a Flock of Seagulls soundtrack over their latest offerings has run its course. Actually, the bigger opportunities lie, as ever, by doing exactly the opposite to the herd and helping boomers through the realization that they are indeed getting old.

Do not be fooled into thinking that statistics showing our disposable income will correlate with our willingness to spend it on many more nostalgic fripperies. For the first time in our lives, we boomers are worried about money. While we might have more than sufficient for now, we are suddenly confronted by the prospect that we may not have enough for later. This of course is ironic, since many boomers have lived their lives thus far as if there were a prize for having the most toys in the graveyard.

financial burden of kids who refuse to leave home even well into their 30s. One generation with uncertain future incomes to cover a three-generation cost-base would worry a soulless econometrician, but the biggest burden is the uncertainty of it all in the face of our desire to look after the ones we love.

So if you want to profit from boomers the message is clear, forget about helping them cling onto their younger selves, and think how you can help their older selves stop worrying about ending up in the workhouse.

Twenty-plus years in marketing were enough for John Bradley; he left to do other things that interest him. He writes this column to help the next generation of marketers simplify an overly complex profession. He values and responds to feedback at johnbradley@yknotsolutions.com.



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Want a treasure map that leads directly to richer ROI? You've already got it. It's lurking in your customer data, just waiting to be dug up by a data miner.

In today's high-tech market, customers and prospects invariably leave behind precious clues as they go about their daily lives. Service calls, Website hits and product purchases all end up as raw information in databases, and they're just ripe for analysis by marketers looking to build their business.

Digging into this deep reserve of information is the work of aptly named data miners who, with their statistical software tools, can identify patterns that reveal everything from a prospect's preference for telemarketing versus direct mail to a customer's likelihood of buying a skirt rather than pants.

Whether data mining is done in-house or outsourced, plenty of businesses have already profited from this cutting-edge statistical expertise. Some have actually doubled their direct mail acquisition rates, while others have lowered their telemarketing

costs and increased their ROI. There are even those who've done an about-face on their target markets after learning that they'd been getting it all wrong.

While data mining has long been used by blue-chip giants, mid-sized companies are now getting in on the act. All a company really needs to have on file, says one expert, are a customer's postal code and purchase information. Then leave the rest to the data mining specialists.

Advanced technology is making information more accessible, cost-effective and quicker to access. Critical bits of information that once took weeks or months to access can now be pulled in a day. And the scope of mineable information is virtually endless.

"Technology has been a huge enabler in being able to access data, deliver on those insights and do so in a cost-effective manner," says Joanna Fuke, senior CRM planner with Blitz Direct Data & Promotion. "So we've got all of this stuff happening now and it's one of the most exciting times in the industry."

MAPINFO

Layer upon layer

“Our company is in business because we provide the ability to layer a wide amount of other data into the [mining] process,” states Wendy Correoso, regional sales director of financial services at MapInfo Corporation.

The company draws on a lengthy list of sources like Statistics Canada and the Print Measurement Bureau to round out the picture, integrating the additional data into their software intelligence tools.

For businesses out there concerned about the weak volume of data they have on their own databases, this is good news. All they need to provide is some basic information, while MapInfo’s many tools get to work supplying the rest.

“(You just need) the postal code, a customer list and the kind of transaction or relationship the customer has with your organization,” says Correoso. “Even if you’re not collecting demographics, if you’re not collecting socioeconomic characteristics or if you don’t have information on behavioural preferences around car purchases and leisure activities, our company can come in to add all of the other information that can enhance the process.”

“It is very, very detailed,” adds Casey Price, MapInfo’s director of analytical services. MapInfo’s software tools can add details such as the type of loyalty programs customers participate in and where they buy their clothes. In fact, there is often so much data that defining an objective is crucial.

“It’s very easy to spend a lot of time looking at data and coming up with answers to questions you never really asked,” says Price. “You have to have some clear objectives.”

Visit mapinfo.com or call 1-800-268-DATA

BOOMING BUSINESS

As the data mining industry grows and expands, so does MapInfo Corporation, a leading provider of location intelligence solutions that has recently been in high acquisition mode.

MapInfo is well placed to offer a full range of data services – from licensing out its extensive mining software to providing assistance to clients across all sectors. And business is growing. “Anybody with customer data is now realizing what kind of pot of gold they’re sitting on,” says MapInfo’s director of analytical services Casey Price.

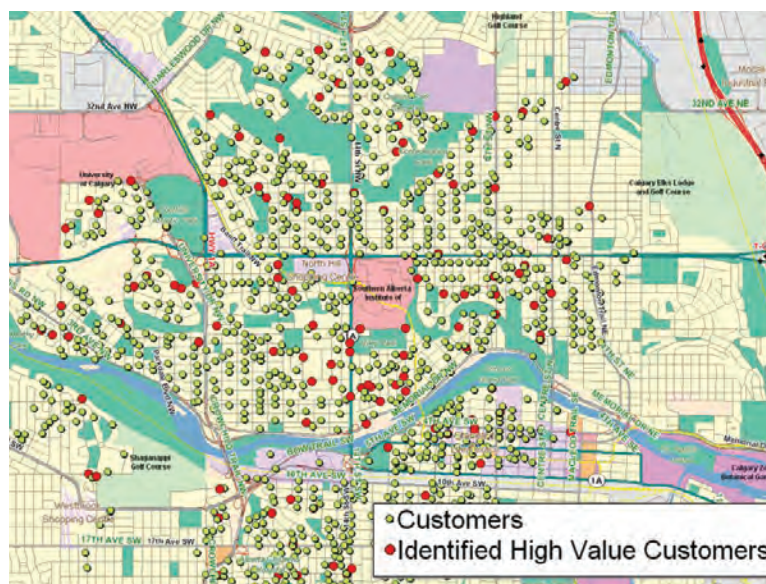
“Convergence is huge. Companies that have, for example, cable customers, video customers and print customers are realizing they have some huge cross-sell and up-sell opportunities.”

What they often don’t realize, however, is the degree of information that data mining can deliver and how it can be used to refine marketing tactics. “They are sometimes surprised by what we can provide,” comments Wendy Correoso, MapInfo’s regional sales director for financial services.

“When we start talking about behavioural preference data, it’s a real eye-opener to them – what kind of car a customer is more likely to be driving, preference around media habits, where do they like to shop.”

MapInfo discovered that, because of changing demographics, a retail client’s aging customer group would likely disappear if it continued targeting only its current customers, says Price. “The information said that if they stayed on course and kept doing what they were doing, their business would drop off dramatically.”

Determining a target market’s preference for media type is another capability of MapInfo’s data mining software. So a car manufacturer such as GM can learn not only which regions’ residents prefer Montana vans, but also the best media to reach those consumers.



High-value customers become apparent when new, behavioral preference data is added

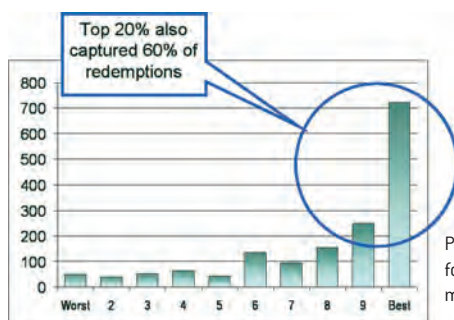
For Fairmont Hotels & Resorts, using both its TargetPro and PSYTE software, MapInfo created a transactional model to help the hotel company promote the right Fairmont property to the right guests. “The challenge they had was not knowing the affordability of the properties to their actual customers,” says Price.



TRANSCONTINENTAL

More than just numbers

Mention data mining and most people think of reams of statistics that magically contain the winning formula to spark marketing magic. Not so, says Paul Tyndall, general manager at Transcontinental Database Marketing, who points to implementation and measurement as the real keys to providing effective business value.



Proper test design allows for effective targeting measurement

"The most important aspect of data mining has nothing to do with statistics," says Tyndall. "It's a business question of what behaviour you want to impact so you can analyze that effectively – and perhaps more importantly, how you deploy and measure the results. If you don't define your business problem appropriately, then you can do all the analysis in the world and your result is going to be completely wrong."

Picking the right tools to target and measure is where the expertise of companies like Transcontinental Database Marketing comes into play. Many clients, says Tyndall, approach his team to do one thing, when in fact they need another. Segmentation, for example, is becoming a catch phrase used when clients actually want predictive modeling to improve targeting for a direct mailing.

As well, says Tyndall, follow-up in the form of tracking the results is crucial. "That's one of the most important things we do. It demonstrates the impact of marketing and without it, data analysis is just a report sitting on a shelf somewhere."

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Building a relationship

Developing an efficient model to mine data is one thing. But more often than not, a combination of approaches yields the best results – as does a longstanding relationship with a data mining provider that understands a client's special marketing needs.

Boire Filler Group has had just such a relationship with a client in the not-for-profit sector. It initially serviced them with a simple response model that has evolved, over six years, into a strategic blend of mining tools. These tools help determine a range of relevant information, from the best postal walks to target, to the likelihood of actually reaching somebody when conducting a telemarketing campaign.

"It is a classic case of how data mining has evolved over time and should evolve within an organization," says Richard Boire, partner in the company. "Initially, it was very tactical but as we've acquired more learning, we've become a lot more strategic."

To both ensure net revenue growth and maximize contributions to the organization, the Boire Filler team determined, among other things, which supporters would respond early in a campaign, which were most likely to make repeat contributions and which ones would respond to telemarketing, as opposed to direct mail.

As a result, the organization has the ability to target the right customer and select the appropriate mix of marketing activity to maximize the ROI it delivers to its cause.

Visit boirefillergroup.com

In other words, an excellent prospect for the Royal York Hotel in Toronto might not appreciate a flyer for the pricier Fairmont Kea Lani Maui property. "So they needed campaigns that would be effective and not insulting."

This project spawned several campaigns that employed data mining MapInfo brought to the table, notes Price. "Customer profiling and data mining resulted in a 200% increase in their response rates." The hotel company was able to use customer profiles derived from MapInfo's PSYTE to determine what additional products would interest guests and then tailor services to guest preferences, such as making sure their favourite morning newspaper was delivered with breakfast.

LOOK AT THE DATA

Transcontinental Database Marketing, which came into being when parent company Transcontinental purchased Tener Solutions Group in 2002, focuses on providing customer management solutions to a wide range of clients across North America.

Clients range from telecommunications to financial services firms, as well as the many retailers that are now coming on board. "Retailers are looking for more opportunities to better leverage their existing customers rather than just constantly trying to get new customers in the door," says Transcontinental's general manager, Paul Tyndall.

Better point of service technology, as well as gift card and membership programs, allows them to do this. For one retailer, Transcontinental provided data solutions enabling it to more effectively and quickly stream store credit card applicants and users into best-customer programs. As well, from information gleaned from applications and sales purchase patterns, Transcontinental determined that 40% of card applicants never even used their cards.

Digging up such surprising information from a company's own database is not unusual. For a wireless firm, for example, Transcontinental found that declining response rates to promotions were not so much tied to acquisition as to the company's own internal credit granting process. "They had been targeting customers who were very likely to respond to a promotion, but very unlikely to be granted credit," says Tyndall. Accordingly, Transcontinental developed a list with both a good response and credit likelihood, resulting in an overall higher net response rate 150% higher for the average list in the top group.

In another instance, an investment company learned that more than half of its existing customer base failed to meet its own six-figure minimum investment criteria. "They had to adjust their marketing because the reality was that these were their customers, even if they may have wanted them to be something else," says Tyndall. "It all points to the need to look at the data."





MIXING MARKETING AND ANALYTICS

While information may provide lots of answers, it's the combination of data analysis and effective marketing solutions that demonstrate the immense value of data mining.

"We wouldn't just go out and sell database services," says Larry Filler, partner in the Boire Filler Group, a seven-year-old company that specializes in data mining and analytics.

"We not only understand the value of a client's data, but we're able to come back to them with recommendations on how to better use the information that's accessible."

Filler's marketing experience, combined with partner Richard Boire's expertise in analytics, allows the duo and their team to deliver on their promise. In November of last year, they won a National Association of Major Mail Users (NAMMU) award in data mining for their work with the Canadian Automobile Association, Maritimes. By using a mix of tools ranking postal codes and list sources, their tools have helped increase response, reduced cost per response, and the ROI on the data mining investment was over 90% on just one campaign.



For a major Canadian organization, the Boire Filler Group built a contact management database that tracks historical marketing activity sent to customers and the response information related to those communications. In addition to this database, they have built a number of tools that identify individuals most likely to buy specific products from this organization. The result is a mix of statistics that provides the organization with solutions relative to its marketing strategy in any given month.

"We can provide them with the top 30% of the customers they should focus on," Filler explains.

"But, depending on their marketing budgets and desired objective, in some cases it may be more cost-effective for them to go to 80% of their list. So in this case, the value of our tool is identifying the 20% for them not to target."

By integrating contact history with targeting tools, organizational objectives and business rules, Boire Filler Group is able to optimize the way products are offered to customers in a given month. These efforts have not only had positive impact on results, but they have also reduced the amount of negative feedback sometimes associated with certain marketing activities

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BLITZ DIRECT DATA & PROMOTION

Mid-sized companies start mining

In today's competitive environment, mid-size companies are increasingly tapping into the expertise offered by data mining specialists. The Sports Clubs of Canada, a client of Blitz Direct Data and Promotion, is one of them.

When The Sports Clubs of Canada, an operator of 10 fitness clubs in Toronto, noticed that its acquisition campaigns were becoming less effective, it turned to Blitz for help. "We basically took a list of all the postal codes of their customers, put them through our AdMap tool and identified who their customers actually were. Interestingly enough, it wasn't quite who they were targeting," says Joanna Fuke, senior CRM planner with Blitz.

Rather than aiming at a younger market, research showed they needed to refocus marketing efforts on the baby-boomers approaching middle age who made up most of their membership.

With this target in mind, Blitz changed the company's messaging and creative for Sports Clubs' direct mail products. Offers also changed from discounting to experiential-themed offers which resonated with this target group.

The result was an increase in acquisition targets by double digits four months in a row during a slow season, and significantly higher customer ROI, says Fuke. Why? "Because we were targeting the right age group and the right type of people with the right message and creative."

Contact joanna.fuke@cossette.com.

SLACKUS MAXIMUS:

This condition can develop gradually and continue to worsen. Symptoms range in intensity from barely noticeable relaxation to lethargy and/or general softening of the body. Individuals with Slackus Maximus may not perceive a problem because of the gradual onset of symptoms, but the condition only worsens over time.



Treat your *Slackus Maximus* with a
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to The Sports Clubs of Canada®.

CUSTOMIZING THE MESSAGE

One of the most exciting developments in data mining is advanced automation, and a leader in this field is Blitz Direct Data & Promotion, the Canadian data arm of Cossette Communication Group.

The latest new technology from Blitz links mined data to a delivery system that almost immediately generates up to thousands of individualized and customized messages to targeted customers. "It could be an e-mail message or it could be a direct mail piece that is customized right down to product usage," says Joanna Fuke, senior CRM planner with Blitz.

Content for the messages is drawn from libraries carrying different versions of text, visuals and offers. "The technology can pick the right visual with the right



message with the right offer and compose it into a message that is customized to your data,” says Fuke.

Developed in the last six months, this advanced automated system allows Blitz to deliver between five and seven million e-mails per month, in as many as several thousand versions, for one of the two clients that are currently using it.

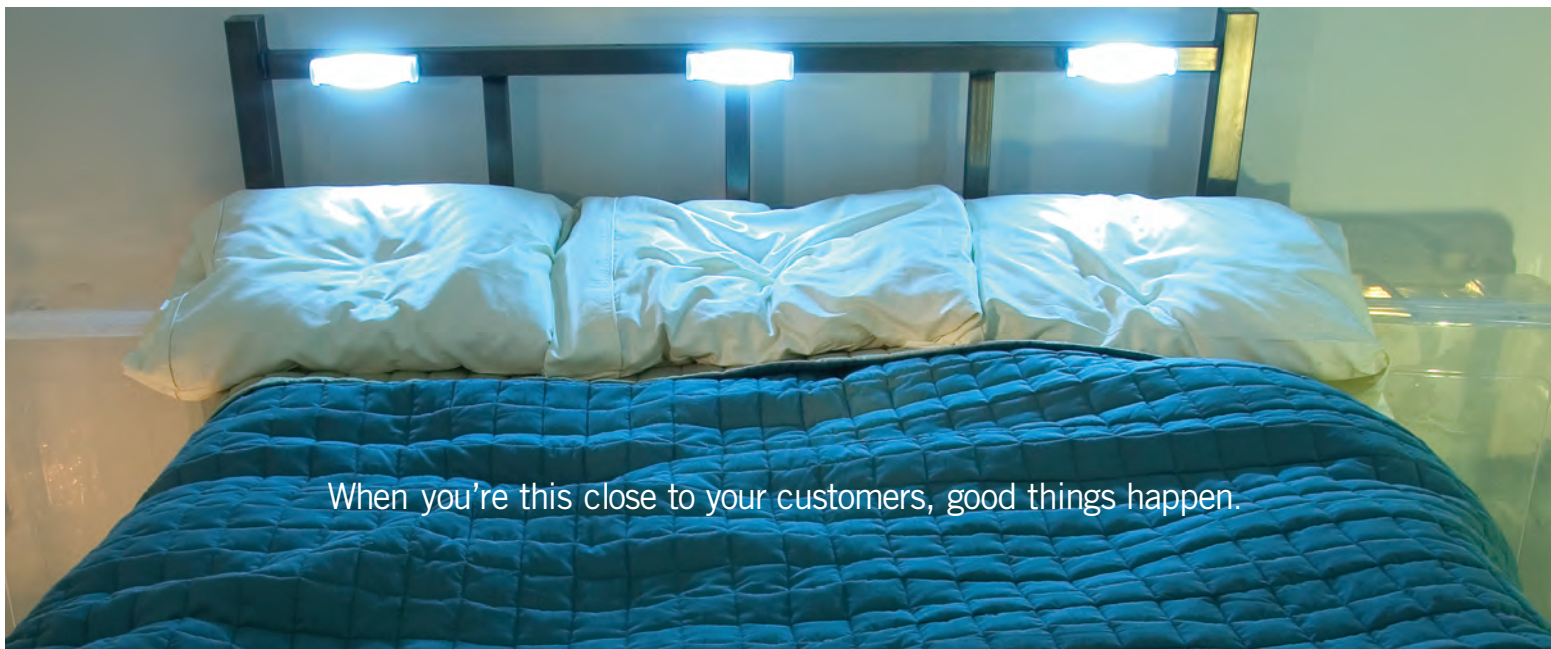
Additionally, the technology can be programmed to delay messages when necessary, or to streamline customers into a next level of service. “The system is smart enough to realize from the analysis that if I have sent you two e-mails and you haven’t responded, it may not send the message to you by e-mail next time,” says Fuke.

The opportunity to customize a message, she adds, is one of the most significant benefits derived from data mining. However, some companies – including mid-sized retailers just starting to mine their data – are slow to come around. Despite the wealth of customer spending habits stored on their databases, many continue sending out generic promotional flyers rather than customizing them to purchasing habits – such as targeting a known jeans purchaser with a jeans promotion.

“If you’ve got the individualized data,” advises Fuke, “you should start leveraging it to the fullest.”

CONDITION: POST-HOLIDAY BLOATITIS

Post Holiday Bloatitis is a condition commonly characterized by the inhalation of holiday food, such as turkey, stuffing, cake, candy canes, chocolates with liqueur in the middle, eggnog and more, which takes hold after the holiday season. Individuals with **Post Holiday Bloatitis** may not perceive a problem, but the condition only worsens over the year if left unchecked.



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starts with getting the insight you need.

To find out what Blitz Direct, Data & Promotion can do for your company,
contact **Joanna Fuke** at 416.306.6651 or joanna.fuke@cossette.com



06/15.

Understanding Youth. Once again, Canada's youth marketing community will gather to find out how to connect with the ever-changing, subcultural, interactivist Gen and to learn from brands that boldly go in new directions. In a featured session, Paul Kurnit, president and founder of KidShop & Kurnit Communications, will investigate what's next in "Youth Culture Deconstructed." York Event Theatre, Toronto. 416.408.2300 x313.
www.understandingyouth.com/2006/

◀ Paul Kurnit will provide insight into a whole new gen of kids

06/18-24.

Cannes Lions 2006 International Advertising Festival. Highlights include The Cannes Debate, featuring Tom Freston (president/CEO, Viacom), Maurice Lévy, (chairman/CEO, Publicis Groupe SA), and JF Decaux (chairman/co-CEO, JC Decaux), looking at how new technology is fragmenting audiences and what this is doing to traditional media owners. As well, Maurice Saatchi from M&C Saatchi will discuss "The Strange Death Of Modern Advertising" and what to do when you're about to be buried. Cannes. 44 (0) 20 7239 3400.
www.canneslions.com/



◀ Learn why people buy at Shopper Insights in Action

07/19-21.

Shopper Insights in Action. This event helps participants understand consumers' behaviour at retail – why people buy – and offers tips for ensuring survival in today's competitive retail environment. Hear from top retailers including Simon Langford, Global RFID Strategy at Wal-Mart, and top manufacturers including Claire Quinn, Director of Shopper Marketing at Coca-Cola. Presented by the Institute for International Research. Chicago Hilton & Towers, Chicago. 888.670.8200. www.iirusa.com/insights

Other notable dates.

05/09. Advertising Standards Canada 2006 Annual Meeting. Keynote is pollster and commentator Allan Gregg who will be speaking on "Building Trust in a time of Skepticism: Insights for Advertisers." Sutton Place Hotel, Toronto. 416.961.6311. x224. www.adstandards.com. • **05/10. Strategy presents Understanding Women: Welcome to the Real World.** Keynotes include Unilever president Jeffrey Allgrove and boomer expert Martha Barletta. York Event Theatre, Toronto. 416.408.2300 x313. www.strategymag.com/women. • **05/11. NABS Gala.** Help the National Advertising Benevolent Society help industry members in need. Koollhaus, Toronto. 416.962.0446. www.nabs.org. • **05/11-12. Metrics-Driven Marketing Performance Workshop.** Speakers include Dr. H. Paul Root, AMA/former CMO of the Marketing Science Institute in Cambridge, Mass. Austin Intercontinental Hotel, Austin, Tex. 800.363.6566. www.marketingmetricscouncil.com. • **05/18. C3 Conference 2006: Crossroads of Customer Contact.** Hosted in part by the Association du marketing relationnel (AMR). VP research Bernard Elliott, of research/analysis company the Gartner Group, will show how orgs can be transformed by the introduction of new communication channels. Le Capitole à Québec. 514.735.7201. www.amrq.com. • **05/24-26. Canadian Newspaper Association Annual Conference.** This year's confab will focus on a new study on the profile of young newspaper readers as well as online publishing initiatives. Casino Nova Scotia Hotel, Halifax. 416.923.3568. www.cna-acj.ca.

INTEGRATING INTERACTIVE:

Who's Got It Going On(line)?

Canadian media distributors are among the leaders in adopting multi-platform strategies to surround the consumer. *Strategy's* July advertising supplement will take an in-depth look at the interactive outlets and creative agencies that are raising the bar to increase brand recognition and deliver ROI.

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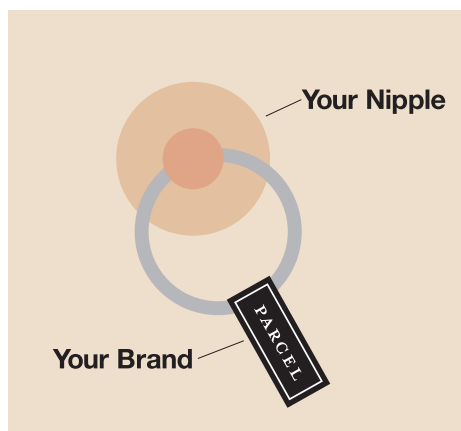
THE NEXT BIG THING

◀ By Annette Bourdeau ▶

You never know what kids will be into next. From trucker hats to gold bling to bowling nights, there really doesn't seem to be any method behind predicting the madness that is fickle youth taste. Sadly, often by the time advertisers get in on new trends, they're already like so yesterday. So, in an effort to get a jump on what might be the next big bizarre craze, we asked some industry types to look into their crystal balls and share what they see. The results may surprise you.



Port-a-Hoodie and Tattoos by: Martin Beauvais, CD; Nicolas Dion, copywriter; Patrick Beauchemin, AD, BBDO Montréal



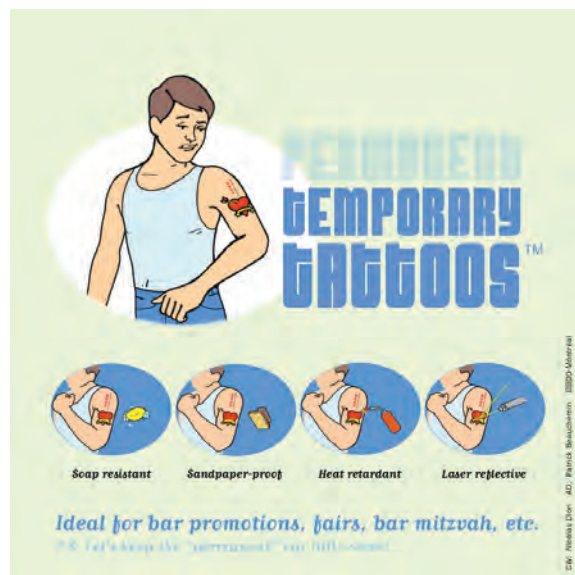
▲ Piercing

Nothing says "I'm a rebellious free spirit who will never work for the man" like a bitchin' nipple piercing. But, those who refuse to work for the man often can't afford such luxuries. So, this is where advertisers come in, with sponsored piercings!

Russell Gibbs & Julie Mitchell,
Parcel Design, Toronto

Port-a-Hoodie

Hooded sweatshirts are cool. Bizarre headwear is cool. So, it stands to reason that hoods shall soon be ripped away from their sweatshirts and perched atop young heads across the land.



▲ Permanent Temporary Tattoos

Kids love temporary tattoos. Advertisers might as well get in on that, and even step it up a notch to score some prime, long-lasting media space with branded permanent "temporary" tats! The irony-loving youth will be all over it.

ANTE UP



Thursday
MAY

18

Doors open
6:30 p.m.

Tournament starts
7:00 p.m.

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Tickets: **\$30** (+GST). Each ticket includes tournament buy-in, two drink tickets, food and great prizes. To purchase tickets, go to adclubto.com

For more information contact Brian Makse 416.588.5004 x101 or brian@upshiftgroup.com.

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